

SEVEN-DAYS PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

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Selling a century of experience

OVER one hundred years ago, in a quaint old New England town, the first Seth Thomas Clocks were made. Since then, four generations have put their name on an ever-finer line of clocks as a mark of quality and of pride in work.

Today, Advertising Headquarters is telling a new generation what the name Seth Thomas means—and always has meant—on the dial of a clock.

There are many fine old institutions which have a similar message for the American public. Over two scores of them, all leaders in their respective lines, look to us to deliver it.

There are still others who need such service as Advertising Headquarters can give, if they would hold their proud supremacy in the market-place. To these we offer our half-century of experience.

N. W. AYER & SON
ADVERTISING HEADQUARTERS
PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Her Majesty—The Dairy Cow

There are 23,500,000 dairy cows in this country. They increase the farm wealth about Two Billion Dollars annually.

THE STANDARD FARM PAPERS concentrate the bulk of their circulation in the states having the greatest number of dairy cows and where dairying is making the greatest strides. Our advertising columns will enable you to get your share of this wealth.

The Standard Farm Papers (Over One Million Farm Homes)

Sell a Standard Farmer and you sell his neighbors too

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

The Wisconsin Agriculturist
Established 1877

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1882

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886
Birmingham, Raleigh,
Memphis, Dallas

Western Representatives
STANDARD FARM PAPERS, INC.,
Conway Building, Chicago.

Eastern Representatives
WALLACE C. RICHARDSON, INC.,
381 Fourth Ave., New York City

All Standard Farm Papers are members of the A. B. C.

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June 29,

VOL. C

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CVIII

NEW YORK, JULY 10, 1919

No. 2

To Advertise "the Family" or Each Product Individually?

What McKesson & Robbins Are Doing to Popularize Their Eighty-six Varieties

By Burnham McLeary

SOME day an advertising man of a mathematical turn of mind is going to compute the degree to which his advertising problem becomes complicated by the addition of new members to his family of products. One time-honored company, a good many years ago, distinguished itself by reducing its family from one hundred to three, and proudly advertised the fact. Another, adopting a policy just the reverse, cleaved like a brother to its "57 Varieties"—and got away with all of them!

Three, comparatively speaking, is a comfortable little family. One can divide an appropriation into three equal parts, if need be, and provide a good slice of money for the advertising of each product. Fifty-seven, on the other hand, or eighty-six (which is the number of products now lined up in the new "McK. & R." family) present a very distinct and perplexing advertising problem. For this reason, if for no other, it is interesting to analyze the present advertising and merchandising campaign of McKesson & Robbins, Inc., and in particular to note the ways and means employed to tie together its family of eighty-six "Health Helps," both in the mind of the retail druggist and in the mind of the public.

The advertising policy adhered to by this company during the greater number of its eighty-six years may without fear of dispute be characterized as conservative. Until recently its outstanding ad-

vertising efforts had, of course, been directed toward the popularizing of Calox, its well-known dentrifice and, while it is true that the product had achieved a notable success, it is also true that it is generally known as "Calox," rather than as "McK. & R. Calox," and that, speaking in general terms, the house of McKesson & Robbins has always been better known among the trade as jobber and exporter than as manufacturer.

When this company, therefore, determined to gather under one advertising roof eighty-six household preparations, expanding its line where need be to include such preparations as were subject to appreciable demand in a drug store, there immediately came up for discussion this very significant question of policy: Should the company continue to rely to a large extent on the good will it had built up for itself through single-product advertising backed by service, or should it abandon its policy of conservatism for a campaign in which the leaders in its family of "Health Helps" would be boldly advertised, trusting thereby to create "consumer-acceptance" for the entire line?

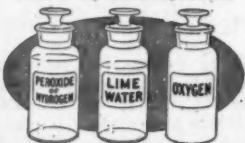
More specifically, these two courses were open to the company:

On the one hand, it could take Calox, let us say, and possibly Analax (a laxative), and recount their virtues over and over again in newspapers, magazines, direct mail, posters, car-cards and by all

the devices known to advertising, leaving the rest of the story to be told in an occasional page of "institutional copy"—a page which might reasonably set forth the long-standing integrity of the house and conclude with the fact that, in addition to Calox and Analax, the company also made a disinfectant, Pinotol by name, a

Peroxide, Lime Water and Oxygen

and what they will do for your teeth



EVERYONE knows that simple peroxide of hydrogen is a valuable aid in whitening and helping preserve the teeth enamel.

Everyone knows that lime-water is valuable as a harmless preventive of acid-stomach and acid-mouth-conditions.

Everyone knows that OXYOEN is the harmless and beneficial gas in Nature, and that without oxygen in the air we would die.

But everyone has not known that these three valuable substances are a part of McK. & R. Calox—the new-day dentifrice.

In contact with water or the mouth-fluids, McK. & R. Calox forms fresh active peroxide of hydrogen, in just sufficient quantities to gradually whiten the teeth. This peroxide, in contact with decaying matter, releases pure refreshing oxygen gas. Oxygen which is so beneficial to the teeth and so refreshing to human beings is a sure finish to the dangerous germs of tooth decay. Part of McK. & R. Calox Tooth Powder turns to lime-water in the mouth and counteracts local acid conditions which cause much of tooth-decline.

McK. & R. Calox tastes better than any dentifrice you ever tried—no "drugs" flavor. Being a powder it "takes hold" in a pleasing way. Try it for ten days and watch your teeth whiten. Treat a year to your dentist and twice a day with McK. & R. Calox equals safety.



THE LEADING PRODUCTS ARE FEATURED INDIVIDUALLY IN CONSERVATIVE-LOOKING NEWSPAPER TEXT

milk of magnesia, a stearate of zinc and some eighty-one other "Health Helps," all of which were of a piece with their far-famed leaders in respect to superiority of formula and excellence of manufacture.

This was a method that had frequently been adopted by manufacturers up against similar problems, and a method that could cite many precedents to prove that over a period of years it could deliver highly successful results. It was a method, however, subject to one very grave objection, namely, that

in the face of such a concentration of advertising the druggist would be prone to stock merely the highly advertised leaders—for one thing, because he would not be sufficiently impressed with the extent of the McK. & R. family of products—thus delaying the day when he would be carrying and offering across the counter the entire line.

On the other hand, this alternative course was open to the company: it could in a series of advertisements feature some ten, fifteen or twenty of the more prominent products, bind them together by uniformity of copy treatment, and thus, by the constant repetition of various "McK. & R." insignia, drive home not only the idea of excellence in "McK. & R." products, but also the idea of scope—"a household help for every need."

This, too, was a method that had commended itself to many advertisers, but many there were who had tried it and failed; indeed, it seemed to require the use of every conceivable device for binding these products into one big family if the advertising of so many leaders were not to fail of its purpose.

Despite these very apparent difficulties, the company decided to make this latter plan the basis for its present campaign and to feature not merely two or three but twenty or twenty-five of its more prominent products.

THE FOUNDATION ON WHICH TO BUILD THE "FAMILY" IDEA

The first and most fundamental step which it took toward uniting the family is quickly apparent from a glance at a group of McK. & R. "Health Helps" lined up on the druggist's shelf. Strange, but the more or less basic principle of clothing one's packages all in similar dress had up to this time been largely overlooked by the company, and many of the duly accredited members of the family had been proceeding from the company's headquarters in regalia cut and decorated in accordance with various and unrelated styles!

This was quickly revised with

Mr. GRAHAM PATTERSON
announces the appointment
of MR. LUTHER D. FERNALD
formerly Advertising
Director of the Leslie-
Judge Company, as
Business Manager
and Member of the
Board of Directors of
THE CHRISTIAN HERALD
Beginning July first



the adopting of the new policy, and now for the first time the products are being issued in brown-and-buff uniforms, each package or bottle being marked with both the McK. & R. oval trade-mark and the McK. & R. circle (reading "One of the Health Helps"), the two being used in conjunction with the McK. & R. shield, a device showing forth the name of the product and the name and address of its makers.

This key to uniformity in display effects in the store has also been made the key to uniformity in copy treatment, the three insignia, oval, circle and shield, being featured in practically every advertisement, so that all of the smaller campaigns, so to speak, are being linked up in a single major effort to put over the entire family of eighty-six members. One after another a drive is being made to create a buying interest in Calox, Stearate of Zinc, Analax, Pinotol, Coconut Oil Shampoo and so on, up to a point where the family of "leaders," each receiving a considerable share of advertising attention, will number as many as twenty-five different products. Each advertisement, in addition, briefly lists some eight or ten of the "Health Helps," and while it is not expected that a campaign in which the driving power is spread over so many different items will create a powerful consumer-demand for each of the eighty-six preparations, it is believed that this and subsequent campaigns—already planned to extend over a period of at least five years—will create for the entire family of products "consumer-acceptance." For in the druggist's life, it must be remembered, it is quite as important that his customer be persuaded beforehand that he need have no hesitation in accepting a commodity as it is for the customer to walk up to the counter and specify a particular

brand. The force to persuade the druggist to offer to his customers "McK. & R." products is "something else again"—to a certain extent, of course, dependent upon price and profit—all of which will be referred to later.

Incidentally, the importance of creating "consumer-acceptance" is something that is likely to be overlooked in the eager drive for "con-



THIS CAR CARD SHOWS A GROUPING OF THE
MCK. & R. TRADE-MARKS

sumer-demand." Armour & Company, a number of years ago, discovered that on an average ten per cent of the items ordered of the grocer by the housewives were specified by name or brand. For the rest, it was believed that the housewife merely kept consciously or unconsciously in mind a more or less definite list of brand names, any one of which would be acceptable.

THE ADVERTISING TEXT WILL BE CONSERVATIVE

To achieve consumer-acceptance with a family of household preparations, McKesson & Robbins is directing its attention first of all to the twenty-six largest cities in the United States, at the same time carrying on a newspaper campaign to reach the small-town drug stores in the New England and the Middle Atlantic States. Gradually the scope of this campaign is to be broadened until the entire country has been covered, this being meanwhile supplemented by a campaign in national magazines and periodicals. During the summer months the company is concentrating on some six or seven

(Continued on page 141)

THE NEW YORK GLOBE

Has been built up to its present point of efficiency by rigid adherence to basic principles recognized as fair and equitable by readers and advertisers.

Newspaper Principles

- | | |
|-----------------------------------------------|--------------------------------------------------------------|
| 1—A complete, accurate, dependable newspaper. | 6—A newspaper made primarily for those who buy it. |
| 2—A fearless and independent newspaper. | 7—A newspaper with intelligence and with a soul and a heart. |
| 3—An interesting newspaper. | 8—A progressive newspaper. |
| 4—An uncontrolled newspaper. | 9—An optimistic newspaper. |
| 5—A newspaper ever seeking improvement. | 10—A successful and prosperous newspaper beyond temptation. |

Advertising Principles

- | | |
|---------------------------------------------------------------|------------------------------------------------------------------|
| 1—Definite proved circulation. | 4—Protection to agents against direct commission to advertisers. |
| 2—Same rate for like service to all. | 5—Increased commission to agents to meet rising costs. |
| 3—Effective co-operation to make advertising most productive. | 6—A willingness to pioneer the road to greater efficiency. |

These are big basic principles too often ignored by many newspapers unable to see that in progress success is achieved.

THE NEW YORK GLOBE

Member A. B. C.

Now 180,000 a Day

JASON ROGERS, Publisher



What is every car-owner's greatest worry?

OVERHEATING, loose bearings, knocking, carbon, excess friction
—*engine trouble in any one of its many forms*

—this is the chief difficulty of all men who own cars.

Five years ago a refiner perfected a new lubricant that greatly lessened all these engine troubles.

This lubricant was definitely superior to other oils.

But to the majority of motorists at that time, oil was oil—something that had to be put into the crank-case every so often—nothing more. All oils *looked* alike, and many motorists supposed that one oil was as good as another.

So many factors entered into engine efficiency that it was not easy to show the superior value of the new lubricant.

How could motorists be made to understand that this new lubricant could help relieve their greatest worry—that it improved engine performance and saved money?

The lubricant was named Veedol. A striking container was designed for it in orange and black.

In order to visualize the hidden difference in the oil, the now famous Sediment Test was developed.

This Sediment Test appeared in every advertisement. And with the test, convincing facts about friction, engine-heat and carbon, were given in the form of news.

Veedol was introduced as a *new kind of product* and has attained a real personality.

To-day 1,000,000 motorists are using Veedol.

In planning and executing the Veedol campaigns, as in many others, the J. Walter Thompson Company has worked with the producer to guide the decisions of the buying public by linking a product concretely with a strong natural desire, anxiety or instinct.



Ordinary
oil after
use

Veedol
after use

The famous Sediment Test
showing sediment formed
after 500 miles of running

J. WALTER THOMPSON COMPANY
New York

Chicago - Boston - Detroit - Cincinnati

Color as a Member of the Sales Force

Some of the Trade Preferences That Should Guide the Advertising Man's Selections

By a Commercial Art Manager

LEAVE it to the average business executive, and when it's a question of deciding what two colors to use for a job he will say—after profound thought—"red and black."

Strange how man's instincts are still primeval. Artistically he "sees red." Orange and black runs a close second. And, as a consequence of this beautiful unity of color thought, advertising in its display phases is of a heated temperature. More red and orange are used than all of the other possible colors put together.

The more's the pity, because the artist's color-box is replete with wonderful combinations that would get commercial artistry out of a rut. From black and one additional color a bewildering assortment of fine effects can be secured. Quite often the second color, combined with tints of the black, gives a three-color effect. The right shade of yellow, run in conjunction with black, lends a greenish hue, and reds fused with blue give purple or rich brown.

When red and solid black are run together a rich brown results. A screen of the black gives grays in any strength desired. It is all a matter of study, care, ingenuity, knowledge of plate-making tricks.

There has been an increasing tendency to cut down the number of actual colors used on certain advertising campaigns and for certain purposes. A "riot" of color does not necessarily mean increased attention-compelling value. Where full color is utterly promiscuous in its distribution it defeats its own purpose. The eye dances about in a vain effort to discover some one place to rest.

Two and three colors, placed judiciously, will suffice on many occasions and still retain the vivid-

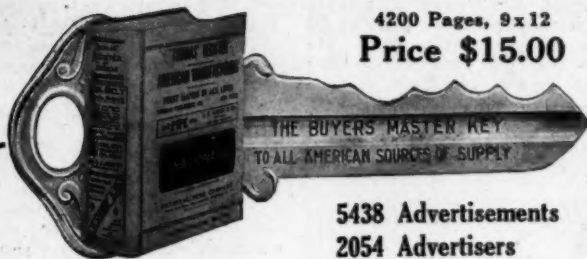
ness necessary to color work. We have seen splendid effects where the second color was placed at one point only in the display—and then but a mere flash of it.

GROCERS' AVERSE TO LOW VISIBILITY

All of which is in no sense an argument against full-color reproduction for many lines. Your green grocer will give choicest display room to those cards and window trims which are brightest and most colorful. He admits that these are weaknesses. He is not so much interested in high art as he is opposed to low visibility. His education in art has been along rainbow lines. Perhaps he realizes that he lives in a little temple of palette hues. Think of the shelves loaded down with labels that literally reek with color. It requires art with a super-punch to fight this handicap. When a conscientious salesman comes along and attempts to show him why a display made up of soft monotonous acts as a counter-irritant to the other, he merely shrugs his shoulders. Day by day, he watches the housewives and the youngsters in his shop and it requires something more than fine phrases to shake his conviction.

The druggist is somewhat more tolerant. He has been accustomed to exquisite creations, as well as the hammer-and-tongs variety, and is fairly discriminating. Five years ago, originals for this use were hacked out in commercial studios and niceness of technic and expression were rare. To-day the same men, drawn from the ranks of the select, who paint for magazines and books, create window trims or store cards that are on a par with anything found in the exclusive publications.

With the jeweler it is entirely



4200 Pages, 9x12
Price \$15.00

5438 Advertisements
2054 Advertisers

THOMAS' REGISTER OF AMERICAN MANUFACTURERS is the only work that instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article—more than 70,000.

More than 17,000 important concerns throughout the United States and abroad refer to it to find American sources of supply as instinctively as they look at the clock for the time of day. They all wanted it, ordered it and paid for it, especially to save the time and trouble of looking elsewhere for such information. It is consulted by their purchasing agents, foremen, superintendents and others having to do with ordering and specifying.

Descriptive and other advertising matter therein automatically comes to the attention of the above buyers at the important moment when they are interested. It costs for only one time, but lasts for at least a year, producing the highest class of inquiries continuously throughout the year.

THOMAS PUBLISHING COMPANY

129-135 Lafayette St., New York City

BOSTON
 Abbot Sq.

CHICAGO
 20 W. Jackson Blvd.

SAN FRANCISCO
 311 California St.

LONDON
 24 Railway Approach

different. Loud, gaudy advertising displays seldom find a place in his windows or on his counters. He is partial to de luxe cards, rather small in size and done in dark blues, buffs and gold. It has been found that showy color schemes rub him and his ideals the wrong way.

For two years, shoe merchants have welcomed rather brilliant displays. The chain stores have a regular department where, working in sympathy with lithographers, ambitious panel cards and running friezes, in poster treatment, are originated, often one set a month and harmonizing with the colors of the seasons. The dealer is supplied with a neat set of black wooden frames or easels, and into these each new set of lithographed pictures is fitted. The shoe man demands seasonable material and illustrations and colors must be in keeping with them.

The large department stores are far more "fussy" than in days gone by, as to just what they will or will not display, when material is supplied free by the manufacturer. Reason—they themselves are designing, printing and placing their own individual lithographed color store cards for special events, sales, etc. So clever and so artistic have these been that many are reproduced in art magazines as indicative of what can be done when salesmanship and good taste combine. Despite the high cost of producing these—the edition is necessarily small—it has been found to be profitable.

Hardware dealers, along with grocers, want bright colors—red, yellows, greens and blues. Their clattering display of stock calls for eye-catchers. But such cut outs and cards, or even wall posters, should be educational—that is, should show how an article is used or what it does. This, reasons the hardware man, saves verbal explanations.

Poster stunts with solid black backgrounds are the things just now, as they do away with congesting detail and the black intensifies the bright colors superimposed upon it. But poster experts

will hold up their hands in horror at too much of this. A twenty-four sheet, with a large expanse of this solid black, presents a smeared, unsightly appearance if the flour paste used in posting them is not of the right consistency. Yet few advertisers, in demanding these black poster technic stop to realize that the smartness of the effect may be in part nullified by a man with a pot of paste.

BOOKLETS THAT MUST NOT BE TOO DAINTY

The dealer himself has been instrumental in getting dark cover stock and low-key color schemes for booklets and catalogues. He says: "When they are too 'nice' and too light, they finger-mark easily—look mussy." Which is not a bad point to remember.

Printed in one tone only—a pleasing, warm brown, they make a decided contrast with full-color original drawings and are life-like in the extreme. These large photographs also form the ground-work of full-color work, and seem better to satisfy some customers who have never been quite satisfied with the artist's conception of the same subjects.

A fire arms house wished a cut-out of a fine old hunter, with dog and gun. No artist could quite measure up the client's wishes and, as a last resort, the woods were literally scoured for a representative type. He was photographed in the correct pose, beside his own dog, and a large print hand colored, in natural tints. It went through without further trouble and when a "sure nuff" gun is placed across the knees of the cut-out figure, it is startlingly real.

The hardware dealer gave it a picked position.

Indianapolis Elects Officers

The Advertising Club of Indianapolis recently elected the following officers and directors:

President, Chas. D. Murta, advertising manager, L. Strauss & Co.; vice-president, Harry S. Noel, assistant advertising manager Eli Lilly Co.; secretary-treasurer, Mary Davis. Directors: O. T. Roberts, advertising manager *Indiana Times*, and Paul Richry, Russell Seeds Advertising Co.



DON'T want to see a piece of cake for a month of Sundays. Talk about graft! They got me to dish ice cream at the Ladies' Aid strawberry and ice cream sociable Fourth of July.

It surely would have been a shame to let all that fine cream go to waste.

Mrs. White, who was bossing the job, went and told mother that every time she passed my battery of freezers she noticed that the shadow of my own dish never seemed to grow less, though I didn't appear to suffer for lack of enough ice cream to eat.

Dad thought it was a good joke, but mother was exceedingly mortified and made him bid \$5 for a measly half of a cocoanut cake at the cake auction afterwards. Dad said next morning at breakfast that at that rate of profit he'd like to go into the sociable business himself.

Mother felt better about me by then. Said if Mrs. White had a few bboys around she'd be less of a tattletale, and that all the ice cream I ate was little enough for my labor, at that.

Dad winked at me and said, "We men must stick together."

(Continued in 'Printers' Ink' of July 24)

THE AMERICAN BOY

"The Biggest, Brightest, Best Magazine for Boys in All the World"

He-boys make he-men. Boy nature is man nature in the making. It is on an accurate assay of boy character and the courses of boy thought and boy life that *The American Boy* has won its strong hold on its 500,000 boy

readers, a hold that extends even beyond boyhood. While its subscribers average between 15½ to 16 years old, fathers confess to enjoying their sons' *American Boy*. This virile circulation is sales power, as advertisers in *The American Boy* will testify.

THE SPRAGUE PUBLISHING CO., Detroit, Mich.

(MEMBER A. B. C.)

Branch Offices: 286 Fifth Ave., New York 1418 Lytton Bldg., Chicago



Collier's

THE NATIONAL WEEKLY

Collier's Dutch Boy Products

Dutch Boy Red-Lead

This brilliant orange paint goes on as the cheapest chisel and bridge is raised. It's chosen for its durability, but because it's good.

Prevents Rust

Engineers and architects—builders of power plants—rely on red-lead as a standard material for bridges, ships, structural steel, steel roofs, spars, etc., because it's so good.

Economical and Convenient

Dutch Boy Red-Lead is a pure red-lead paint with no filler in the tin. All kinds of red-lead are ready to apply. It spreads easily and covers thick. Because the pigment is fine, it spreads evenly for and more material. Don't let builders "Red-Lead" on your floor.

In addition to the use as paint, red-lead is utilized in many kinds of glass, enamel, varnish, etc.

DUTCH BOY PRODUCTS

A trademark is a name given to the product which is used by the company that produces it. The name is used to identify the product and to protect the company's interest in the product. The name is used to identify the product and to protect the company's interest in the product.

NATIONAL LEAD COMPANY

New York Office: 40 Wall Street, New York, N.Y.
Branches: 1000 Broadway, New York, N.Y.
Branches: 1000 Broadway, New York, N.Y.



More Than a Million a Week

Dutch Boy and Collier's

Think of White Lead and you think of The Dutch Boy. 15 years of national advertising is the reason.

But now there is a larger family to care for: Dutch Boy Red Lead, Linseed Oil, Solder, etc. They must be made as popular as Dutch Boy White Lead.

More national advertising!

And Collier's is the backbone of the new campaign.

Collier's

THE NATIONAL WEEKLY

J. E. WILLIAMS, Advertising Manager

52 Year
More Than ~~a~~ Million a ~~Week~~

What Chance Had the Hun Against Boys Like These?



The 313th Infantry, "Baltimore's Own" just back from France and said to have penetrated German lines to a greater depth than any other American unit.

BALTIMORE Boys are back from France! From Montfaucon and the Argonne to Baltimore Street or University Parkway is some change! With it have come healthy appetites, a need of almost everything personal, a revitalized spirit and energy and a determination to enjoy the good things of life again after two years of history-making achievement as brilliant as it has been exacting. Watch these boys take their places among producers as well as consumers.

C Live, red-blooded, two-handed men like The NEWS from both a reading and an advertising standpoint. From sporting page to editorials The NEWS is vigorous, newsy, with a crispness of style and directness of expression that gets its message across. It is the imitated paper of Baltimore. It is the leading paper of Baltimore. Any feature The NEWS is ready to let go will be seized upon eagerly by the waiting stragglers. Preference for The NEWS is demonstrated by its large circulation—the largest of any Baltimore paper.

Preference for its advertising columns is demonstrated by the largest volume of display advertising of any Baltimore paper. Of course YOUR campaign is in—

The Baltimore News Goes Home and Stays Home

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

"I Wish I Had a Bigger Territory"

Routing the Salesman for an Advertised Line

By A. H. Deute

"**H**OW much territory should the salesman have?" is naturally a problem which each house must work out for itself and there can be no set rule to fix the size. There are, however, certain underlying principles which have considerable to do with this all-important problem. In this little article we are going to concern ourselves with the influence of advertising upon the length of territories and try to prove that advertising, instead of doing away with personal selling, makes more jobs for salesmen by making it possible to work territories more intensively and still get out sufficient volume of business to make it possible for each salesman to make his quota and earn his salary.

In trying to prove this point we shall quote almost verbatim a letter recently written to a salesman on this subject:

"Dear Brown:

"You suggest a larger territory and presumably you do so in the idea that it will give you a chance to get more business. Right now you have a four weeks' territory and you have 200 customers and prospective customers in that territory. It is true that you are not getting out of those dealers as much business as you must get in order to make good on your job, so your problem and our problem is this: How can you get that volume?

"Obviously, you must get out of 200 dealers all the business you will ever get because you can't do justice to more than 200 calls a month. If you do more than that, you will have to hurry over them and just hit the high spots and the result will be that you will fail to get into the confidence of your trade. Now, inasmuch as you cannot take care of more than 200 calls a month, and you have 200 calls a month in your present

territory, then in case you take on more territory you must either pass up a part of your present list of dealers or you must scurry through the entire lot and that will mean failure to work the territory clean.

"Let us assume that you add sufficient territory to your present schedule to enable you to have so many dealers that you can skim the cream, and that cream will total as much business as your present quota is set at. What will that mean? That will mean that you are actually losing a good volume of business for the house because you will be ostensibly getting your quota, but you will be doing it at the expense of a good string of dealers who have been overlooked, but whose business is needed by the house.

"In other words, we will be giving you double territory out of which to draw one man's volume. In fact, we will be losing for the company the business which one man should get, and you would not ask us to do that.

TERRITORY, NOT SALESMAN, HAS A QUOTA

"We know approximately the business done by each of those 200 dealers in your territory and we know approximately how much candy business they do or should be doing, based on population and general local conditions. Therefore, we know about how much business the salesman in that territory can and must do, and our problem is to find for that territory the man who can get out of it the volume of business which we feel should come to us. It is not a matter of putting on more territory. The problem is to bring out of the territory you now have the quota of business assigned to that territory. You must not feel that the quota is assigned to the man. The quota is assigned to the

territory, and your job is to see that the dealers and consumers in that territory come through with it.

"In order to do that you must have time to work closely. Then you can hope to make good. But if you take on too much territory, it is just like taking on too big a proposition in any other line. That recalls the time when, as a boy, I lived in a small town. There was a young fellow in that town who made the statement he could whip any man in that place. He delivered the goods. So he went a step further and said he could whip any man in the county. And again he made good. Then he came out and said he could whip any man in the State. Here he met his Waterloo. A young fellow from an adjoining county came in and beat him up. The trouble was he took on too much territory. That same thing often holds good in the case of the individual salesman.

PERFECT DISTRIBUTION DEPENDS ON SALESMAN

"The big thing we must keep in mind with our line is that we have no territory to waste. We have plenty of territory, but none to throw away because, due to the fact that we are heavy advertisers, we are investing a certain amount of money in every territory. That money is being spent to teach consumers about our goods. Each of these consumers looks to a certain dealer. It is not correct to assume that our advertising as it stands can prove so dominating that it will compel the consumer to leave the dealer who does not stock our goods and go and hunt for the line elsewhere. That might be done in the end, but it is very expensive and slow. It is more economical and quicker to get perfect distribution and have every dealer lined up and pushing our goods. That is why we cannot countenance working up a territory which is so large that you might get your quota easily enough, but would have to get it at the expense of passing up a good percentage of your dealers.

"We must always keep our mind

on the fact that our selling expense consists not merely of having salesman call on the trade. A big share of our selling expense consists in advertising which goes to the people who buy from those dealers. Inasmuch as that is taken care of in advance, the sales force can do no less than work to get goods where those people can have it easily to hand.

"If we did not advertise our product, then our selling problem would be one of merely getting the goods off our hands as best we could. But the moment a house undertakes to advertise its products to the general consuming public, it owes it to itself and to the consumers to see that every dealer has the goods on hand. It is true that all dealers will not take to the product readily. Many dealers seem to go on the theory that whatever you do, don't buy anything. That is a condition and it is not for us to find fault. On the contrary, it simply tells us what our job is, and that job is to go out and get those dealers lined up if it takes all winter. Possibly you find it hard work. Undoubtedly there will always be some dealers harder to sell than others, but running away from them will never solve your problem. In order to be a good salesman and make the money you want to make, you must be able to sell those hard ones. Running away from a hard job won't solve the problem any more than leaving town will take you away from a disease which you may happen to have. Inability to throw off the disease and inability to overcome the objection presented are one and the same thing. There is only one thing to do—sit tight and put it over or fall down right where you are.

"The house must get a certain amount of business out of that territory because there are a certain amount of people living there and because statistics and our monthly reports show us that conditions make possible a certain amount. Now it is up to the sales manager to see that that volume comes out of there, and it is up

to the sales manager to have a man there who will get it. When you say that you cannot get that much business out of that territory, then you are telling me that you are only about half as strong as the man we need in there. This we cannot believe, as we don't think you are that kind.

"We know that if you will read this letter over again and analyze the situation you will appreciate as we do that in that section there is a certain potential candy volume for this house and our advertising is going on in there right now telling consumers about that candy. There are 200 dealers in there. They are buying candy from somebody. Maybe they are not buying as much candy as they should. It is your particular job to be responsible to the sales department for your quota of sales for the month. You are in the same position as the soldier who has a certain bit of trench to hold. That's his job. He can't look around and then go to the commanding officer and say: 'Boss, that's a hard old spot you've given me. I don't think I can handle it. But there is a nice quiet little corner over there a way. I'm sure I could make good over there.' Your job is to stay right there on the territory; not look around for something way off; but keep in mind that you have six working days a week, full of calls that need your attention and that in climbing the business ladder you must, first of all, make good with the part assigned to you."

Boston Agency Opens Baltimore Branch

The Wood, Putnam & Wood Co., Boston, has opened a branch office in Baltimore in charge of Eugene J. Bannvart. Mr. Bannvart was formerly advertising manager of McCormick & Co., Inc., manufacturing chemists of Baltimore, whose account Wood, Putnam & Wood will handle. Another account secured by this agency at its home office is the New Home Sewing Machine Company, of Orange, Mass.

Kynett with Dippy & Aitkin

H. H. Kynett, formerly of the Richard A. Foley Agency of Philadelphia, has joined the forces of Dippy & Aitkin, advertising agents of the same city.

Here's a Soldier Likes Orlando Advertising

WESTFIELD MANUFACTURING CO.
WESTFIELD, MASS., June 28, 1919.

Editor of PRINTERS' INK:

Did you print the letter from Walter Painter, of Oak Park, Illinois, in your issue of June 26 with a smile up your sleeve, or did you consider it an intelligent objection to the Orlando advertisement in question.

Mr. Painter is horribly offended by the "glowing inconsistency" of the smoker saluting with a cigar in his mouth. I suppose he would have had the smoker hide the cigar somewhere out of sight where its curling smoke would not cover the hand of the saluter—thus allowing the general public to examine closely and see if the smoking chap has his index finger in the proper position for a good old stiff military salute.

Of course, the ad is supposed to be about cigars, but why show or mention the horrid weed if we can get up a good recruiting ad for Uncle Sam in the United Cigar Stores' costly space? Imagine a cigar being in a man's mouth, anyway!

The tobacco people would no doubt like to have Mr. Painter write their ads. He would, of course, tame it down to the consistency he worships—and thus make it just as ordinary as most other cigar ads. As matters stand now the Orlando High Sign campaign is one of the most popular campaigns ever produced, which must displease the tobacco men very much indeed.

Incidentally, it is winning over thousands of American smokers some of whom, like myself, were in the service and look with joy on anything that appears like untrammelled fun and good-fellowship—and freedom of action and speech. Good old inconsistent souls most of them.

E. A. MALLOV,

Advertising Manager, Columbia Bicycles.

Unite to Stop Declining Market

By co-operating with selling agencies and growers in Southern California, the California Lima Bean Growers' Association was able to avert the results of a rapidly declining market.

The ending of the war, together with very light selling, put wholesalers and jobbers in a perilous position, who had large quantities of lima beans on hand.

It is reported by selling agencies that a national campaign will soon be under way featuring the food value of lima beans.

Indianapolis to Make Bid for Meeting in 1920

Indianapolis will endeavor to secure the international meeting of the A. A. C. of W. in 1920.

A committee has been formed which will present Indianapolis' proposal at the coming New Orleans convention.

Printers' Ink List of Nationally Advertised Slogans

Third Installment of Fifty Well Known Trade Phrases

THE "Clearing House" idea for slogans outlined in a recent article in **PRINTERS' INK** is rapidly assuming definite form and character. With the following list of 50 the total is now 150, and many more coming in. We hope to enlarge this list to many times its present size and further additions will be welcomed. It is understood, of course, that only nationally advertised slogans of commodities are desired for the present.

As Easy As Listening. Cortina Academy of Languages. (Cortina-phone.)

Best for Every Purpose. Morrison-Ricker Mfg. Co. (Grinnel Gloves.)

Better Baking With Less Fuel. Corning Glass Co. (Pyrex Glass Ware.)

Car of No Regrets. (The). King Motor Car Co.

Car With a Longer Life. (The). Westcott Motor Car Co.

Clear As a Bell. Sonora Phonograph Sales Co., Inc.

Coffee—the American Drink. Joint Coffee Trade Publicity Committee of the U. S.

Colors While It Cleans. Aladdin Products Co. (Aladdin Dye Soap.)

Cube Makes a Cup. (A). Schiefelin & Co. (Steero Cubes.)

Dictate to the Dictaphone. Columbia Graphophone Co.

Distinguished By Its Patronage. Roxey, Inc. (Chinwah Toilet Preparations.)

Every Corset Guaranteed. Warner Brothers Co. (Rust-Proof Corsets.)

Fashionable Fragrance. (The). V. Vivaudou, Inc.

For Every Room In the House. Armstrong Cork Co. (Linoleum.)

From the Tiniest to the Mightiest. General Electric Co. (G-E Motors.)

Grade for Each Type of Motor. (A). Vacuum Oil Co.

His Only Rival. General Electric Co. (Mazda.)

If It Hasn't This Red Woven Label It Isn't B. V. D. Underwear. B. V. D. Co.

Ink That Absorbs Moisture from the Air. S. S. Stafford, Inc.

It Makes a Difference. Indian Refining Co. (Havoline Oil.)

Link Up With Lincoln. Lincoln Electric Co.

Look for the Name In the Salvage. Wm. Skinner & Sons.

Makes Life's Walk Easy. Lewis A. Crossett, Inc. (Shoes.)

Most Valuable Piano In the World. (The). Steger & Sons Piano Mfg. Co.

Nation's Breakfast Food. (The). Chas. A. Krause Milling Co. (Amerikorn.)

Necessary Refinement in Lighting. (A). Duplex Lighting Works, General Electric Co.

Never Gets on Your Nerves. Antonio Roig & Langsdorf. (Girard Cigar.)

Never Say "Dye"—Say "Rit." Sunbeam Chemical Co. (Rit Dye Soap.)

New Silks First. (The). H. R. Mallinson Co., Inc.

Note the Wood Wheels Everywhere. Automotive Wood Wheel Mfrs. Ass'n.

One That Won't Bind. (The). Thos. P. Taylor Co. (E. Z. Garter.)

Outlast the Factory. Jennison-Wright Co. (Kreolite Floors.)

Performance Counts. International Motor Co.

Purposely Made for Every Purpose. John Lucas & Co., Inc. (Paints.)

Saw Most Carpenters Use. (The). Henry Diaston & Sons, Inc.

Shoe That Holds Its Shape. (The). W. L. Douglas Shoe Co.

Shoe That's Standardized. (The). Rice & Hutchins. (Educator Shoes.)

Shortest Route to the Mail Chute. (The). Columbia Graphophone Co. (Dictaphone.)

Standard of Corset Fashion. (The). Warner Brothers Co. (Redfern Corsets.)

Tells Time In the Dark. Robert H. Ingersoll & Bro. (Radiolite.)

Used While You Sleep. Vapo-Cresolene Co.

Users Know. Garford Motor Truck.

Watch Your Feet. Scholl Mfg. Co. (Foot Appliances.)

When the Fire Starts the Water Starts. General Fire Extinguisher Co. (Grinnell Automatic Sprinkler.)

Whenever a Recipe Calls for Gelatine—Think of Knox. Charles B. Knox Gelatine Co., Inc.

Where Accuracy Counts, We Win. Universal Boring Machine Co.

Who's Your Tailor? E. V. Price & Co.

Works Wonders. Cudahy Packing Co. (Goblin Soap.)

World's Watch Over Time. (The). Waltham Watch Co.

Yellow Package With the Gable Top. (The). West Disinfecting Co. (C. N.)

[EDITORIAL NOTE.—Previous lists of nationally advertised slogans appeared in **PRINTERS' INK** June 12 and 26, 1919.]

Elected President of Photo Engraving Association

Adolph Shuetz, president of the Sterling Engraving Company, New York, has been elected president of the American Photo Engraving Association.

Philadelphia

is the third largest city and the
second greatest port in
the United States

George S. Webster, Director of the Department of Wharves, Docks and Ferries of the City of Philadelphia, reports that Philadelphia is the second port of the United States.

Twenty-one regular steamship lines now operate out of Philadelphia for European, South-American, Asiatic and African destinations.

During the first four months of 1919 the value of exports and imports at the port of Philadelphia was \$204,907,041, while during the same period of last year they were \$176,856,919.

Philadelphia's people are at work, its ship-yards, locomotive and other big mechanical plants are all busy, and "nearly everybody" is buying the things they want for house, home and self.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin

*Net paid average
for June*

447,401

*Copies
a day*

No prize, premium, coupon or other artificial circulation stimulation methods have ever been used by The Bulletin.

A Quick Market for a Soft Drink

HUNDREDS of thousands of dollars are being expended these days in the exploitation of so-called "Soft Drinks."

In our opinion, few of these campaigns will be permanently successful, because the advertising copy will not sell the consumer. And in the case of a new soft drink exploited under a coined name, the burden of permanent success is entirely up to the consumer—does the advertising get a large number to try the product? And does the product itself satisfy the consumer?

An active sales campaign may stock the dealer the first or second time over the territory, but what will be the condition a year from now?

By next summer, and perhaps before then, the Soft Drink market throughout the country will resist almost any kind of a sales campaign. The only ones that will survive will be those that the consumers are asking for continually day after day.

There is but one kind of insurance under these conditions, and that is a plan of exploi-

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tation that induces a large number of consumers to try the new drink, and a product that keeps them buying it.

Where is There a Soft Drink Manufacturer With Sufficient Vision and the Right Kind of Product?

TO the manufacturer with these requisites, we are prepared to reveal a combination advertising and merchandising plan that will dominate the market—that will get quick action both from the dealer and consumer.

This is a sound merchandising plan worthy of the highest type of manufacturer—but he must have the right product and the vision.

We will gladly give of our time and facilities freely to explain this plan in detail to any reputable manufacturer who feels that he measures up to these requisites.

The season is here, but quick action will enable us to go after the present market. Wire, telephone, or write — no obligation entailed.

* * *

Millions of people can be taught to drink buttermilk or other fermented milk products—it is simply a matter of the right kind of advertising copy. We have a practical suggestion to make in this field, too.

RUTHRAUFF & RYAN
INCORPORATED
ADVERTISING

404 FOURTH AVENUE at 28th ST. NEW YORK
CHICAGO: 30 NORTH MICHIGAN BOULEVARD

Suppose—

you owned a tremendous department store—

In which you carried every kind of goods—

All those goods of the best, guaranteed quality—

Suppose—

77% of all the English-speaking people of Chicago visited that store—

And visited it every day during every week—

Just think what sales you would make!

This is no imaginary picture.

It simply visualizes The Chicago Daily News.

The Daily News is read by 77% of all the English-speaking population of Chicago and suburbs.

THE DAILY NEWS

First in Chicago

Waterman Poster Anticipates Signing of Peace

Elaborate Preparations to Have a Twenty-four Sheet, With News Theme, on the Boards Almost the Moment That Word Came of Signing of Terms

By S. C. Lambert

PERSONS walking along a quiet country boulevard were rather surprised to see an automobile race up, come to a sudden stop, and then hum with activity, as billposters working at feverish speed, placed a twenty-four sheet on the boards.

They stood and watched, their curiosity aroused, until the complete poster was in place. Then they saw that it presented a panorama of the signing of the peace terms by the Allied countries of the world, and a caption suggested that the Waterman Ideal Fountain Pen had figured in this notable event.

Only an hour before—in some cases less, extras on the streets, had exploited the historic news. How then, could this timely poster reach its goal with such amazing rapidity?

The story of how it was achieved is of more than passing interest. That twenty-four sheet had been ready and waiting many weeks. The poster space, in the meanwhile, had been reserved, in anticipation of the signing of peace, but there was an interminable delay. To take advantage of the space that was "marking time," a "teaser" poster was posted—merely an area of white paper upon which was written the phrase: "Will They Sign It?"

Elaborate preparations had been set in motion, for the time when the cables brought the great news. Not only were the posters printed, but they were distributed. Arrangements had been made with the billposters in every principal city and town in the United States and Canada to have the display go on the boards the moment peace was signed and the news was confirmed.

"We will send you a wire, day or night, when you are to rush the posters onto the boards," said instructions to these branch offices; "stand ready to act. Nothing must interfere with speedy work. This poster must be news; as much news as the daily paper reports that will come from your local presses."

Every billposter had his liberal consignment of the twenty-four sheets, and telegrams were listed in the Western Union Telegraph office, at headquarters, ready to flash over the wires as soon as the cable was received and verified.

This official cable came in at 10:34.

A few minutes later, the flood of telegrams was released at Western Union.

Locally, in New York, the billposting concern scheduled to handle the Metropolitan area, was also advised—to be exact, at 10:35.

AHEAD OF THE NEW YORK EXTRAS

At 10:45 A. M. June 28, pedestrians were startled to see a corps of men putting up a twenty-four sheet peace poster for the Waterman company in the Times Square district, while the newspaper bulletin boards were still sizzling with their first reports. As a matter of fact, the Waterman posters were up in Times Square before the first extras were on the streets. Some speed!

This same progressive measure was being enacted in other large cities—Chicago, Los Angeles, Seattle, etc., within a few minutes after word was received in New York.

On Saturday afternoon, the company had a packet of over 100 telegrams from as many cities, stating the exact hour of the post-

ing, and the success of the enterprise. In the large majority of cases, the posters were up within an hour after Washington's appraisal of the signing.

It had meant team-work of the most exacting and fool-proof kind. For it was felt that the success of the idea depended in no small measure upon the rapidity with

display. There have been frequent rulings on this point, and the risk is a dangerous and expensive one. President Wilson was abroad and it was not possible to secure written permission in time to complete the poster. Therefore, while likenesses of the others present were reproduced, there was one alternative only in



DISPLAYED ON THE BILLBOARDS IN SOME INSTANCES BEFORE THE SIGNING-OF-PEACE EXTRAS WERE OUT

which the poster could be presented to the public. It was to be virtually a "Poster Extra," crying its message on the streets even before newspapers were issued. The public would not be slow to appreciate what had been done.

There is a clock in the composition. As a strange coincidence, the time shown is 3:37 P. M., Paris time, which is equivalent to 10:37 A. M., New York time, the artist, of course, not knowing in advance, when the design was painted, at what hour the peace document would be signed. He simply played in rather uncanny luck.

Lloyd George and President Wilson do not appear in the gathering around the table.

But there was a good and sufficient reason.

In England and America, there is a fixed and rather relentless rule which bars the use of likenesses of persons, except when written permission is gained. Advertisers may not swoop down upon a public character and arbitrarily make them a part of the

the case of America and England: the figures of Uncle Sam and John Bull were made the central features of the painting.

Interest is attached to the actual production of the original design. Five artists submitted sketches before an O. K. was secured. Mr. Rumler, who painted the accepted poster was busy on it for over a month, because of the amount of detail. Every face was an absolute likeness. In order to be doubly sure, the Waterman company made arrangements with a well known Washington photographer, who had been officially commissioned to go abroad and make records of the great event. This photographer posed practically all of the members of the Commission many times, in their quaint native costumes. And a set of prints was rushed back to New York for use by the artist painting the poster. These precautions were necessary, of course, because a fair number of the delegates were to wear state-occasion dress. India, Japan, China and other countries have

their own elaborate court garb and it was desirable to have the poster bear the inspection of even severe critics. The same photographer was permitted to enter the room where the peace documents were signed, a few hours prior to the gathering, and he secured flash-lights for details of background accessories.

The company had many "friends at court" at the time, chief among these being Dr. Dillon. And as the poster was to be representative of the best and most dignified of its kind, the sympathetic co-operation of many interested parties was secured.

"How could the Waterman company come out with a manner-of-fact statement that the peace treaty had actually been signed with Waterman pens?" is a question that has been asked, for the caption of the poster leaves no shade of doubt.

When it was determined to produce the display, arrangements were made to give every member present a handsome fountain pen,

designed and measuring up to the solemnity of the occasion. Gold plates, for engraving, were, as we have explained, a step in this direction.

In the Waterman factories, special workmen were selected to make these peace pens. An Italian made the pen for the Italian representative, for example, and so on down the list. The pens for Canadian representatives were manufactured by Canadian craftsmen in the Canadian branch of the Waterman company. This, of course, when explained across waters, was a strong moving force for acceptance of the idea.

And many of these dignitaries agreed to use the pens that were given them, including Lloyd George.

A cablegram has been received by Frank Waterman, verifying the fact that Lloyd George did sign the peace document with a Waterman pen, exactly as planned, and a report is now being compiled, giving the names of all who did

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

so. This information will be on file in the Company's main office, in case there are skeptics.

It was all a sporting chance, for if complications had followed, and the signing of the treaty indefinitely postponed, \$22,000 worth of lithographed paper would have been a total loss.

The Waterman company is receiving substantial indications of the success of the poster. Two English officers, touring Canada at the time the treaty was signed, were entering Montreal, when they saw billposters at work along the road putting up the twenty-four sheet. It was their first inkling that peace was an established fact. The poster had beat the newspapers to it. And the officers wrote in to Waterman, commending the enterprise of this advertising stunt.

Dealers and distributors alike are most enthusiastic over the "news beat" and, as Mr. Waterman, whose untiring zeal made the idea possible, says: "The poster has made us many, many new friends and lined up the old ones. We took a long chance—and won."

Luther D. Fernald Leaves "Leslie-Judge"

Luther D. Fernald, for five years advertising manager of the Leslie-Judge Company, has gone with *The Christian Herald* as business manager and a member of the board of directors. Mr. Fernald was successively Eastern manager, advertising manager, assistant general manager and advertising director of Leslie-Judge. Previous to his Leslie-Judge connection, Mr. Fernald was for four years on the Western staff of *Collier's*, coming to that magazine when *The Housekeeper*, of which he was New York representative, was purchased by Collier and Nast. Before entering the periodical field, Mr. Fernald was for two years advertising manager and assistant sales manager of Selz, Schwab & Co., of Chicago.

New Technical Publication

The first number of *Combustion*, a technical publication devoted to those matters related to the production of steam, has just been issued. Mr. G. E. Learned is editor; R. C. Beadle, managing editor; Chas. McDonough, advertising manager; and H. Harris, business manager. The magazine is published by the Combustion Publishing Corporation, New York.

New Agency Opens in Boston

Thomas F. O'Brien, for eight years associated with the *Boston Evening American* and *Boston Sunday Advertiser*, has opened an advertising agency in Boston. The new agency will be known as the Boston Publicity Bureau with Mr. O'Brien as president and Winthrop R. Scudder, treasurer. Among the accounts already secured are the Massachusetts Trust Company, Park Square Real Estate Trust, Hub Trust Company, and the Volunteer Cooperative Bank.

Joins Ingenieria Internacional

Thomas C. Greeley, who served for over nine months as a lieutenant in the Royal Flying Corps, has joined the staff of *Ingenieria Internacional* in the position of assistant business manager. Mr. Greeley was formerly associated with the Robins Conveying Belt Company and the John O. Powers Advertising Agency. At one time he was also on the business staff of *PRINTERS' INK*.

Buffalo Advertising Women Elect Officers

The Buffalo League of Advertising Women, a recently formed organization, at a meeting elected the following officers: President, Bertha L. Darling; vice-president, Millicent C. Cary; treasurer, Amy Roettig; secretary Anne F. Wild.

Sears-Roebuck's Sales Show Another Increase

Sears, Roebuck & Co.'s sales in June were \$15,075,578, an increase of \$2,618,918, or 20.95 per cent. For the six months of 1919, the company's sales aggregate \$104,060,903, a gain of \$15,356,331 or 17.31 per cent over the same period last year.

Detroit Has New Agency

Howard-Garfield-Gray is the name of a new advertising agency located in Detroit. The firm is composed of Percival S. Howard, Hubert L. Garfield, and Wm. T. Gray, who are also the directors.

Joins Fawcett Advertising Agency

G. E. Hathaway has been appointed manager of the copy and service department of the Fawcett Advertising Agency, of Colorado Springs, Colo.

To Handle Canadian Jam Account

Stuart's Limited, Windsor, Ont., jam manufacturers, have placed their account with Norris-Patterson's Limited, Toronto.



No space investment that an advertiser may contemplate is worthy of more favorable consideration than color representation in THE PEOPLE'S HOME JOURNAL.

The impressive color work which we are now producing by our ultra-modern process adds charm, dignity and attractiveness to the advertised product; gives to it the atmosphere of quality and distinction which is invariably associated with the best in reproductive art.

Pictures That Appeal

The People's Home Journal
NEW YORK

For 34 Years the Magazine for Every Member of the Family

F R E Y

Years of successful experience have pretty well demonstrated the efficiency of Frey service in putting 100 per cent attention-value into advertising. The ability to do so is not common, and the cost of white space makes it increasingly important.



CHARLES DANIEL
FREY COMPANY

Advertising Illustrations

104 MICHIGAN AVENUE · SOUTH
CHICAGO

Newspapers As a Supplement to Mail Order Catalog

A 28-Page Newspaper Section Used by Wilson Grocery Company of Peoria, Ill.

RETAIL mail-order concerns were more than interested a few weeks ago when the Wilson Grocery Company, of Peoria, Ill., used a 28-page section in a Chicago Sunday newspaper to send out what practically amounted to a retail grocery catalogue. This is similar to the catalogue advertisement recently run in a Kansas City paper by the Henry Field Seed Co. PRINTERS' INK has been asked by representatives of some of the smaller mail-order concerns how it thinks this kind of advertising compares with a straight away catalogue.

"Did the thing pull?" they inquire.

Of course it pulled. It was a strong presentation of the Wilson company's case that was given wide circulation in what might be called local territory. The fact that a good proportion of the newspaper's circulation is in Chicago would not detract a great deal from the pulling power of the advertisement. People are up on their toes looking for opportunities to save money these days. If a woman in Chicago can make an advantageous purchase of groceries in Peoria she is not going to let any feeling of town pride interfere. And as far as convenience is concerned, she may just about as well order by mail from Peoria as to order by mail from a Chicago mail-order house. If she can save money and get quality goods she is not so much interested in other considerations. Naturally, a 28-page advertisement in a newspaper of wide circulation quoting supposedly rock bottom prices on a host of grocery items is going to drag in a lot of business. Much of the high cost of living when you come to consider it, centres around the things people eat. This was so before the war. It is even more so now.

Make known your prices therefore and people will buy from you at least once.

The Wilson advertisement was an experiment. Its purpose was to test out the comparative pulling power of a newspaper and a catalogue. Obviously facts and figures are not yet available and any conclusions therefore have to be drawn from generalities.

"That was an interesting ad," a mail-order expert told a PRINTERS' INK representative when he was asked for an opinion. "But I am sure it did not bring in as much business as could be brought by a catalogue. Undoubtedly for a week or two following its publication it pulled like a twin six. A new catalogue always pulls the same way. Right after the issue of one of our new books we experience a jump in business. The new prices and new goods cause our customers to increase their purchases. Everybody who sells by catalogue to consumers or merchants has the same experience.

"But it is not altogether the rush of business coming from a new catalogue or a new advertisement that one is after. The thing to be desired and worked for is the steady every day business. If your advertisement is temporary in nature your business is going to be largely the same.

WOULD A PAGE FOR TWENTY-EIGHT WEEKS HAVE BEEN BETTER?

"Right there I think is the difficulty with the ad in question. It is temporary. If I were going to advertise in a newspaper I believe I should not take a whole section as this company did. Instead of using twenty-eight pages at one clip it would be better to take one page every week for twenty-eight weeks. This would give me a steady strong pull. As the weeks went on I would get the

benefits of a constantly growing cumulative value. In each page I would feature a number of leading grocery items and solicit orders upon them. Then to each person ordering goods from the ad or answering the ad in any way, I would send a copy of my grocery catalogue. In this way the newspaper advertising would be smashing away week after week and working strictly with the catalogue. Each could supplement the other.

"Advertising in publications that reach the people ought to be and is good for mail-order houses. A lot of them advertise in farm journals with the most excellent results. I don't see why they could not go in daily and weekly newspapers with the same good results. As a matter of fact, though, it would be a hard or an impossible proposition to get a retail mail-order ad in any of the smaller newspapers. The local merchants would kick up such a fuss that the publisher would not dare hazard his interests in any such way. But in no case should the newspaper advertising be permitted or expected to take the place of a catalogue. It can supplement the catalogue. It can extend the catalogue's influence by bringing in inquiries from new customers. But as a substitute for the catalogue it cannot work because of its temporary nature. A catalogue is kept. The larger and more elaborate it is the less likely it is to be thrown away. This is why a catalogue continues bringing in business long after an individual advertisement has been forgotten."

The need for a retail mail-order house to use space in publications is of course conditioned upon the extent of its catalogue distribution. When it becomes a serious physical problem to print enough catalogues to supply the demand as is the case with Sears Roebuck & Company, then the extra advertising is not so needful from a standpoint of securing catalogue distribution. In the old days, as PRINTERS' INK has said before, Sears Roebuck used to advertise

day in and day out to get catalogue inquiries. Now it has seven million names on its mailing list and the list is growing of its own accord. Get a thing like that started and you cannot kill it if you would try. Sears has the catalogue distribution but this does not prevent it from advertising in other ways when it wants to increase its business in specialty lines.

The best minds in the mail-order business agree that while the catalogue should be the centre of mail-order advertising effort, no dogmatic principles should be laid down. An advertising appeal is not 100 per cent effective unless it is well rounded out and symmetrical.

A catalogue may sell fifty times as much merchandise to a woman as could be sold by a single advertisement. But perhaps the woman never would have sent for the catalogue had she not seen the advertisement. Hence the difficulty of laying down any hard and fast principles as to what should or should not be exclusively used in advertising for mail-order business.

What Are Apricot Pits Good For?

California has an annual by-product of 7,000 tons of apricot pits, which were formerly sold to Germany and Denmark at \$45 a ton. When the war closed this market, and the price dropped to \$15, a California chemist bought a supply and started experimenting. He is now marketing a substitute for olive oil; a meal used in cooking; oil of apricot known as bitter oil of almonds; American blue from which prussic acid can be made, and a number of other by-products, which give a total yield of more than \$200 for a ton of apricots.—*Popular Science Magazine.*

Outdoor Advertising Association to Meet

The tenth annual convention of the Outdoor Advertising Association will be held at the Hotel Traymore, Atlantic City, N. J., on July 10, 11 and 12.

Advanced to Copy Staff of "Ingenieria Internacional"

Domingo Castillo, who has been connected with *Ingenieria Internacional*, New York, has been advanced to the staff of that publication.

"Roads Are Trumps"

APPROXIMATELY three-quarters of a billion dollars has been appropriated by the National Government for good roads.

This is a remarkable incentive to the movement for highway improvement which has become nation-wide.

The advantages of Federal control over road routes and construction, and some of the wonders of the era of good roads we are now entering, are effectively set forth by Leon Arthur Dickinson, Manager of the Touring Bureau of the American Automobile Association, in an article in the July 12th issue of Leslie's Weekly.



*Utility of Improved Public Highway
Contrasted with Difficulties of Unimproved Road*

Here is a statement on highway improvement and better motoring that should be read by everyone interested in automobile travel and a bigger motor industry.

It is an article of timely interest and importance, well illustrated, typical of articles appearing regularly in

Leslie's

Illustrated Weekly Newspaper

T. K. MCILROY, ADVERTISING MANAGER
225 Fifth Avenue, New York

P. F. BUCKLEY, WESTERN MANAGER
Marquette Building, Chicago

COMFORT Readers Inst o the Goods Iver

People naturally buy the goods they see advertised in the magazines they like—but some people are more easily influenced than others—and some magazines wield more influence than others.

For instance: COMFORT.

COMFORT readers do not read a flock of magazines each month, but only a few—often only one.

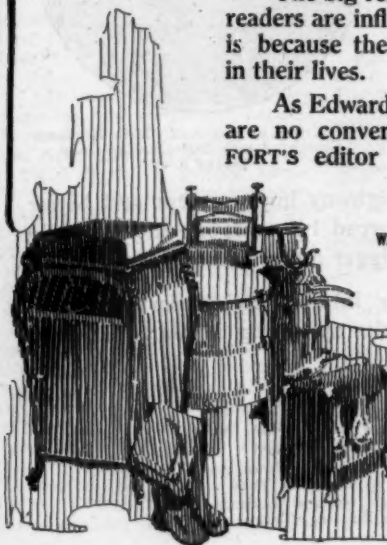
They have plenty of reading time and freedom from distraction and they actually *read* COMFORT—advertisements and all.

Living in small towns and in the country they see few store windows and are but little influenced by window displays.

They decide what they want to buy as a result of reading advertisements.

The big reason, however, why COMFORT readers are influenced by COMFORT advertising is because the magazine plays such a big part in their lives.

As Edward Mott Woolley wrote, "There are no conventional barriers between COMFORT'S editor and his readers; they are of



WALTER R. JENKINS, Jr., Representative
New York Office: 1628 Avenue Hall

W. H. GANNETT, Inc.,
ALBANY, N. Y.

*"I saw that advertised
Comfort"*

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Inst on Having Is Advertised in COMFORT.

the same family. A vital something about the magazine impels tens of thousands of people each year to write to it confidentially about their difficulties, pleasures, hopes."

Advertisements in such a magazine produce surprising results. National advertisers who have used the magazine in moderate space have felt, almost at once, a noticeable increase in their back country business — an increase that could be accounted for in no other way than because of advertising in COMFORT. They found that people who read the advertisements in COMFORT, went to their stores and demanded the goods.

Why not get COMFORT'S six million readers to demand *your* product?

GANNETT, Inc.,
FRANK H. THOMAS, Representative
Chicago Office: 1635 Marquette Bldg.





*Every printing paper must measure up
to certain well defined standards
to meet the requirements
demanded by the par-
ticular job in hand*

Equator Offset

"Made as a Specialty"

—is held to be the standard offset paper by offset printers and paper users. Rigid adherence to definite standards for strength, finish, sizing, color and packing has produced a specialty offset paper as uniform as is humanly and mechanically possible.

Equator Offset is the one sheet which gives the best printing results and the greatest production, day after day the year 'round.

Send for Samples and Prices

SEAMAN PAPER COMPANY

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis

Minneapolis

Milwaukee

Buffalo

St. Paul

Philadelphia

Cincinnati



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"Enemy-Alien" Once, American Now!

What Some of the Larger Concerns, Purchased by Americans From the Alien Property Custodian, Feel About Advertising Their American Character

WITH "Bosch" surmounted by the American eagle instead of by his Teutonic majesty, and with other concerns, once under German ownership, now controlled by good Americans—the Murrays and the Duanes for example—American business is surely interested to learn of the regenerative process that is taking place, and the reception which these new concerns are meeting with at the hands of the American consumer.

For the most part it appears to be the policy of these Americanized institutions to forget the past and to trust the short memory of the public to forget it, too. A number of concerns which claim to have been American from their inception—at least, insofar as the character of their personnel is concerned—assert that they have yet to find a customer who has left them on account of the fact that their capital stock was formerly owned by German interests. These concerns rely upon the quality of their goods and their long-standing American clientele to protect them against unfair discrimination.

The American Bosch Magneto Corporation, on the other hand, is featuring the eagle and the simple declarative "I am an American" in all its advertising. Concerns of this turn of mind feel that the reaction in their favor will be all the stronger by reason of their unfortunate German antecedents; and the course of their business, no less than the upward tendencies of their stock on the Exchange, is proof that their analysis of the public mind is sound.

"*Americanus sum*" declares the American eagle perched on a Bosch magneto, trusting to the small Latin of an indulgent public to catch the drift. This self-

same eagle spreads his wings above the following significant announcement:

I AM AN AMERICAN!

On December 7, 1918, the Alien Property Custodian of the United States sold the entire holdings of the Bosch Magneto Company which have been taken over by an American manufacturing corporation. The personnel was submitted to the Custodian before sale.

The history of the development of the Internal Combustion Motor is the history of Bosch Ignition. The Bosch Organization is now an American Institution which will necessarily maintain the same scrupulous care in the purchase of materials, the same exact precision which has marked its every manufacturing process, and the same exhaustive laboratory and field experimentation which has kept Bosch Ignition in step, without interruption, stride for stride with the motor progress of the world.

There has never been any manufactured article whose reputation for satisfactory performance has been better than the Bosch.

After America entered the war, thousands of Bosch Magnetos—85% of the entire output of the great Bosch works at Springfield—went into vital war service on army trucks, tractors, airplanes, motorcycles, etc.

Bosch now is new only in ownership—it comprises the same active heads that administered the Company under the Alien Property Custodian during the war. The Bosch Organization, which from the first has dominated the field of Ignition, now enters upon a new era of service to American Industry. Motor triumphs of the future, as of the past, will be built on the firm foundation of Bosch Ignition.

"Our most weighty instrument of warfare in combating any unfounded prejudices that may still exist in the minds of the public," says A. H. Bartsch, general sales manager of the American Bosch Magneto Corporation, "is advertising, and advertising seems to be measuring up to its standard of doing good work, whenever it is properly administered.

"We are spending perhaps five times as much as formerly in our advertising effort to assure the world that 'Bosch' in America

means American workmanship, design and material of a grade second to none, regardless of where or of what nationality the thing to be compared, is."

This policy on the part of the corporation to advertise its Americanism has seemed essential because of the extent to which the earlier Bosch Magneto Company was controlled by German interests. The Alien Property Custodian in his annual report testifies that after a laborious search of the records the Bureau of Investigations was able to show proof that the company was 100 per cent German owned.

In December, 1918, the stock of the Bosch Magneto Company, and in February, 1919, the enemy shares of the Eisemann Magneto Company (these two companies between them producing at least half of all the magnetos made in America) became American-owned. The total sum realized at these sales was \$5,057,500.

The report concludes with these significant paragraphs:

"In connection with the sale of the enemy stock in these companies, the enemy-owned American patents, important to and used with the business, were also sold. These patents, of which there was a considerable number, cover every conceivable phase of invention and improvement in the art and embody the ideas of the best and most experienced German engineers in this branch of electrical science. By their seizure and sale in conjunction with the producing units—the factories—the American purchasers and the industry generally are insured against German competition within the field covered by the patents.

"As a result of these proceedings, the magneto industry of this country is now wholly in American hands and is unfettered by patents held by or for the benefit of enemies. It seems reasonably safe to predict that the business will remain indefinitely 100 per cent American."

Curiously enough, one of the strongest factors in building good

will for the new companies is at the same time a point of attack for certain members of the unthinking public. A suspicion seems to be lurking that the new concerns in becoming American should abandon their German names and call themselves the "Brown Magneto Company," let us say, or the "Taste-Well Drug Company." "Bosch" does not think so, and neither does Bayer.

BAYER PROMPT TO DISAVOW GERMAN TAINT

"The very fact," said a representative of the Bayer Company recently, "that we shall continue to manufacture 'Aspirin' and other Bayer products under the trade-mark which has become synonymous with Bayer quality is the best guarantee possible that the public will not in the future be hoodwinked by some German company masquerading as 'Bayer' and trading upon the confidence of the public which we have been years in building up. Fortunately, we have been able to work out practically all the German formulas from which Bayer products were made. We are entirely independent of Germany."

During the first few months following the purchase of the Bayer Company in January, 1919, the need for emphasizing the American character of the concern was held to be doubly important by reason of certain damaging propaganda which had been circulated against "Aspirin" during the war.

The public, of which the writer is a member and speaks from knowledge of his failings, is a suspicious, gossipy outfit, and the makers of "Aspirin" rightly felt that any possible German connection should be disavowed in the most vigorous language possible. The slogan of its early advertising, therefore, was "We are 100 per cent American." The feeling now is that the memory of the public is short, and that the less said about a family skeleton, even though every one of the German bones has been deeply

laid, the better for those who succeed to the ownership and possession of the ancient house.

This feeling is well expressed by H. B. Duane, president of the Stollwerck Chocolate Company, formerly owned by German interests. Incidentally, Duane street in New York, named after an earlier member of the family, attests the American status of the present owner and director of the business. He says:

"Relative to the effect which the German name 'Stollwerck' has on the American public mind, most people think it is *Dutch* and has nothing to do with Germany, but where people know it to be German the trade-mark packages that we sell, which are only a small part of our business, are greatly in demand owing to the fact that the people buying this class of high-grade goods have been travelers in Germany. These people know the quality they are buying and so order it anyway.

"So far as this company is concerned, however, I do not think that any prejudice exists. Ninety per cent of our goods are sold to manufacturing confectioners, all of whom know of the change of ownership, and they are entirely satisfied. Not only that, they all kept right on buying goods even when the property was in the hands of German owners, they being aware of the fact; and of course they continued to buy goods while it was in the hands of the Alien Property Custodian.

"If I had thought that there were any prejudices to overcome," continued Mr. Duane, "I would have advertised the new ownership of the business when I first bought it, but under the circumstances it would be a good deal like a man's running down the street and shouting, 'I am an honest man.' That, to my mind, would be about the surest way to make people wonder whether he was or not! Unless a real prejudice exists the best policy is to say nothing and to trust to the good sense of the public."

In this connection it is inter-

esting to note that the Touraine Company, while under the same ownership as "Stollwerck," operates separately in every way and not only makes a different class of merchandise but sells to a different class of customers in most cases. It is also interesting to note that the owner shows a decided preference for French names and that the new company starts upon its career with not even a tenuous association with German antecedents.

LARGE ROYALTIES FORMERLY PAID FOR PEBECO

One other concern which has had this problem to work out and has concluded to trust the good sense and short memory of the public is Lehn & Fink. While the formula for "Pebeco" is of German origin, as are thousands of formulas for good American products, the product itself has been made in America since 1903 by an American house. The point at which it came in contact with the Property Custodian was in regard to a contractual relation with the house of P. Beiersdorf & Company of Hamburg, Germany, whereby Lehn & Fink agreed to pay specified royalties for the use of the formula and the trade-mark, "Pebeco." Records show that the royalties paid by this company, on a per tube basis, during the years 1913-1916 were as follows:

1913\$92,649.38
1914114,704.78
1915147,665.59
1916180,889.31

The terms of the contract were very broad, and under it Lehn & Fink secured the exclusive right to manufacture and sell the toothpaste registered under the trade-mark name "Pebeco." The contract normally would not have terminated until 1935, and the price paid for the trade-mark Pebeco and the right to continue its manufacture entirely independent of any royalty arrangement—in other words, the outright purchase price of "Pebeco," namely, \$1,000,000—is merely another bit of evidence

that the item "Trade-mark, good will, etc.," is sometimes not such an intangible asset after all!

The experience of other concerns, formerly German, now Americanized, is merely a repetition of what has been said before. Almost without exception the feeling is that the deeper the skeleton of German antecedents is laid the more substantial and prosperous will be the growth of the American structure erected thereon. The very fact that it marks the spot of former Teutonic prosperity gives added satisfaction to the Americans who have taken over and are operating these institutions. Perhaps it is with this thought in mind that they are trusting the public to understand and even to increase their patronage—as a reminder to the Germans of the things that might have been theirs if they had not willed for war!

Interesting Factory Workers in the Company's Advertising

THE RICHARD A. FOLEY ADVERTISING
AGENCY, INC.
PHILADELPHIA, June 23, 1919.
Editor of PRINTERS' INK:

Can you send us a list of articles that appeared in PRINTERS' INK, covering methods followed by national advertisers in impressing the factory workers with the importance of the national advertising campaign, and its relation to their individual work?

(Signed)

CHAS. H. EYLES, Vice-Pres.

MANUFACTURERS are more and more coming to realize the close tie-up between the individual best efforts in the plant and good will in their market among consumers. This element of good will, set down in the books of many a big corporation at a large sum of money, the great part of which has been built up through consistent paid advertising, can also be duplicated in the plant. Industrial good will, just as important as consumer good will, can be won by the same type of frank, co-operative advertising to the men in the factory. Among articles

which have appeared in PRINTERS' INK on the subject, may be mentioned the following:

"Advertises to Hold a Factory of Specialists Together" (Seth Thomas Clock Co.), May 30, 1918.

"How Plant Relations Influence the Sales and Advertising End of Business," April 17, 1919.

"Getting Labor to See the Difficulties of Selling Its Output," May 15, 1919.

"Advertising Which Wins the Co-operation of Employees," July 16, 1914.

The Fisk Rubber Company has been running an interesting series of advertising on the Fisk methods "of co-operating with its workmen to further the Fisk ideal of being the best concern to work for and the greatest concern to do business with."

The Snellenburg Clothing Company of Philadelphia, in its forthcoming national campaign, is using advertising posters in its plans to sell the workers on the idea of the ideals behind the business.

The Hydraulic Pressed Steel Company of Cleveland, in its advertising of the relation between labor and capital, which has caused much comment, also posts the copy in the plant in order to tie up closely with the workers in their own business.

The methods employed in impressing the factory workers with the importance of a national advertising campaign in relation to their individual work usually take the form of posting a series of advertisements on bulletin boards in the plant with some comments by an official of the company. Also, the employees' house-organ is utilized to bring to the attention of the workingman in the plant where his piece of individual work fits into the general plan of the company, and how economies in distribution affect the worker in his pay-envelope.

As the idea of linking up the inside of the plant with the outside ideals of the business grows, we shall undoubtedly hear of more intensive and complete methods.—
[Ed. PRINTERS' INK.]

51.5%

of the Advertising Published In All Baltimore Newspapers In June Appeared

In The
Baltimore Sun
 MORNING EVENING SUNDAY

Gains in June

Morning Issue	(including Sunday)	358,500 lines.
Evening Issue.....		312,900 lines.

Total Gain for the Month

671,400 lines

The Sun has gained more than 2,000 columns each month for the past three months, and the gain has not been less than 1,300 columns a month since January 1st.

Total Gain First Half of 1919

3,400,000 lines

The Greater Part of the Advertising of All Baltimore Merchants Appears in the Sun. They Know Home Delivery Circulation Pays

THE TRIBUNE IS THE FASTEST GROW

The Biggest Month in the History of The Tribune

Advertisers placed in the New
York Tribune in the month of June,
1919,

755,138 agate lines

This is the highest monthly
total of advertising lineage since the
foundation of The Tribune in 1841.

The gain for June, 1919 over
June, 1918 was 439,598 lines, or

139¼ per cent

New York

First to Last—The Truth

THE TRIBUNE PRINTS MORE NEWS THAN ANY O

EST GROWING PAPER IN NEW YORK

Another Peak in Steady Upward Progress

The following monthly totals of advertising lineage in the Tribune prove that this record-breaking June of 1919 is just one more proof that The Tribune is "*The fastest growing newspaper in New York*":


1919

January	-	-	-	415,226
February (28 days)	-			405,508
March	-	-	-	595,822
April	-	-	-	665,124
May	-	-	-	730,402
June	-	-	-	755,138


Tribune

News—Editorials—Advertisements

AN ANY OTHER NEW YORK MORNING PAPER



Co-operation



is the only way in which business can be conducted upon a stable plan. Our co-operation is always assured and we ask your

Confidence

in us to look after your best interests by giving you

Quality and Service

at all times. Our watchwords are *co-operation*, *confidence* and *service*, and our present customers and growing business show that we are on the right track.

— Send your requests to —

Charles Francis Press

PRINTING CRAFTS BUILDING
461 Eighth Avenue, New York City

Phone 3210 Greeley

Industrial Morale and Training

General Electric Company at Fort Wayne Plant Gives Experiences

By Roy Dickinson

MORALE is a new word, made popular like many others by its use during the war. It is as old as the thing Horatius had in his well-advertised act at the Tiber Bridge, as new as the Lost Battalion in the Argonne.

Just as in the armies abroad and in our own army it was found that certain underlying principles made for good morale or bad and that it did not pay to leave to chance, environment and the personal equation this important feature, so morale in industry is receiving the attention of executives to-day. Sometimes morale is too intangible a thing to visualize—the will to do, pep, contentment, many different meanings suggest themselves to various individuals.

Labor turnover, however, is easier to see. The books show that it costs from \$25 to \$100 per man lost in big plants. Whether bad morale causes labor turnover, or *vice versa* as a subject for debate is assuming "the chicken or the egg" dimensions. Many things cause high labor turnover; only one of them is suggested here—the very obvious one of improper placing of men in the establishment and continuing them in work for which they are not fitted. The old system of allowing the foreman to hire and fire autocratically is gradually being displaced by a real central system of hiring, selecting, training and upgrading the men. Improved product, better morale, lowered labor turnover can be helped by many things. A system of true industrial training for the job, in connection with a central employment office, and personnel expert, a type of work with which more and more advertising men are coming in contact, is one of them.

Appreciating and understanding the other man's viewpoint, that essential quality of an advertising

man, was never more needed than to-day, and industrial training to be most effective, must be presented properly. In this the advertising manager should by all means be consulted and his experience utilized. In a recent statement on the subject of industrial training, E. A. Barnes, Superintendent of the General Electric Company, Fort Wayne, Indiana, says:

"A systematic investigation of general conditions certainly is the logical first step in improving conditions. It should be carried out by an experienced industrial engineer who should study the personnel of foremen, assistants and operators, as well as the sequence of manufacturing operations. An investigation of this sort probably will uncover a great many shortcomings that the management either have been unaware of or so used to that they are not duly appreciated. But future industrial competition promises to be so keen as to make it imperative that all removable losses shall receive due attention. Therefore, the company with which I am connected is giving a great deal of attention to the personnel of our plant and to the proper training and placing of the employees.

COURSES FOR SPECIALIZED STUDY

"We conduct specialized training courses which may be divided into three groups:

"First, the school for the graduate engineer. Here we give the young technical-college graduates an extensive course through the shops, laboratories and testing departments, supplemented by lectures on special subjects.

"Second, the apprentice school for machinists and toolmakers. In this school selected applicants are given a short preliminary course to see if they are likely to de-

velop into efficient workmen. Those who pass this preliminary course sign a contract for four years (the time required for the completion of the course), during which the men are given one and one-quarter hours' daily instruction in such subjects as drafting, mathematics and business English. The other hours of the day are spent at the machine or bench, where they are under the direction of experienced instructors. These apprentice students are paid a fair and graded rate during the entire time, and at the end of the course are given a bonus if they pass their school examinations, and still a second bonus if they pass their mechanical examinations. It takes no stretch of imagination to realize that men so trained in an atmosphere of intelligence and advancement cannot fail to become the finest grade of high-class mechanics, foremen and leaders.

"Third, intensive specialized courses. We have also found it exceedingly profitable to give an intensive training course in drafting for women, who, on completion of the course, are transferred to regular drafting work in the engineering and drafting departments. Women clerks in the factory also are given the advantage of special courses in blueprint reading and factory routine, which familiarizes them with the product and systems to the extent that they can readily grasp situations and intelligently carry on the work.

"In general, we are prepared to give to special classes of our employees intensive instruction in subjects pertaining to their daily work that a few years ago would have been thought wholly unnecessary.

"Provision having been made for the training of the future engineers, special machinists, draftsmen, clerks, and future office executives it would seem that the training and upgrading of the man in the shop should be taken in hand and followed continuously and vigorously.

"Our experience along this line

extends over two years. When this country entered the war we were confronted with the common problem of obtaining adequate help to make up for the losses of young men entering the service, and were attracted by the vestibule school or training department as successfully used in England. An investigation of some of the established schools developed the fact that they were in many respects similar to suggestions that we already had under consideration. We therefore decided to establish a real training department where competent instructors would take applicants for employment and train them a sufficient length of time to guarantee their being productive when transferred to the factory. The rates to be paid the trained workers were attractive, and steady employment was insured.

STRENGTHENING PRESENT EMPLOYEES

"Before we hire any more help we feel that our present employees should receive close attention and we propose to have 'instructors at large,' who are bright mechanics, going around the shop picking out operators who, due to lack of initial training, are less efficient than their neighbors. Such operators will be sent to the training department for a short period and will then be returned to their regular departments much improved, we believe, because they will have received individual, intensive training which they cannot get in the shop itself.

"In connection with this training department we expect to have classes in blueprint reading. Information will also be presented which will promote better relations between the employee and employer. Much of the general unrest that exists in shops to-day is brought about by the lack of appreciation of what the employer is doing, or would like to do, for the men. We feel sure that much benefit will be derived from an understanding of the situation that comes with practical demonstration. In other words, we will upgrade and educate our less for-

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tunate employees, and in the hiring and selecting of new ones we will attempt to launch them into the factory world with a better knowledge of what is expected of them than has been possible in the past. There is nothing revolutionary about this scheme: it is simply a commonsense application to a worker on a special machine of what a modern apprenticeship system is to the more skilled mechanic.

"This systematic training may appear to be an exceedingly expensive enterprise in which only a few concerns can afford to embark. This is by no means the case. Our statisticians have shown us that it costs from \$25 to \$100 to train each employee. If, therefore, this system of scientific training enables us to cut our turnover in two, or even reduce it by one-quarter, the amount saved would be unbelievable.

"A well-organized training department must of necessity work on production work that is needed in the shop, so, as a matter of fact, while you are training your mechanics and workers their output is being sold with profit. If business conditions should not warrant a continued hiring of new help, the training department, equipped as it is with modern machinery, can be used to advantage to test out applicants for better positions. It has been developed that as soon as some systematic training system is put into effect, operators who under ordinary conditions would be satisfied to stay on one particular job, become ambitious to advance, and if the opportunity is held out to them through the medium of these industrial engineer 'instructors at large,' etc., their applications for advancement and trial elsewhere can be given much better consideration. On the other hand, the foreman of the department is usually only interested in keeping his 'help' so as not to have to break in new men. There is no doubt that contented employees can only be insured by giving them opportunities to advance, good pay, surroundings, and thoughtful

employers, who appreciate the other man's viewpoint."

It is becoming more and more evident that wages and hours, important as they are, are not the fundamental points of dispute and dissatisfaction in the industrial life of to-day.

Many a firm has raised the pay of its employees and found a strike on its hands soon after.

Morale is an intangible thing. Many facts affect it. Undoubtedly the placing of the right man in the right job, giving a man information on what his particular piece of work means to the output of the whole shop, and training him in his own work is one of the methods of improving morale.

The actual experience of a business executive in this work as stated above is of interest in this connection. Wrongly presented, however, offered with a bad sales plan, the opposite is often the effect, and in this presentation the advertising manager should be consulted.

The employees' house-organ, where it is a real vehicle of expression for the workers, can be of great help in presenting training to the men in its proper light, for happier work, increased production, and a better product.

Industrial good will to-day is as important as public good will for the product. In building both kinds of good will advertising men play an important part.

F. F. McKinney Makes New Connection

F. F. McKinney has joined the copy staff of Brooke, Smith & French, Inc., advertising agents of Detroit. During the war he served as an ensign in the navy and since the armistice has been with the advertising department of the Cadillac Motor Car Company. Previous to his enlistment in the navy, Mr. McKinley was engaged in the newspaper business.

Fort is Chairman of Federal Trade Commission

John Franklin Fort, at once time Judge of the Supreme Court of New Jersey, and former Governor of New Jersey, was chosen chairman of the Federal Trade Commission at its annual election, succeeding W. B. Colver. Victor Murdock will be vice-chairman.

French Market Requires Special Selling Appeal

French Advertising Expert Gives His Opinion

THE Sales Managers' Association of London, England, had its monthly meeting at the Holborn Restaurant a short time ago. The principal speaker was M. George Lange, the French representative of a number of leading British advertising concerns, among them the manufacturers of Colman's Mustard and others well known in American advertising circles. The speech, as reported in the *Advertising World*, of London, has many points of interest to American advertisers.

The French use a lot of mustard—that fact the American public knows, but listen to M. Lange on the subject:

"Take mustard, for instance. The French did not want the bother of mixing it fresh every day; they liked it in a big pot which would last a long time. Colman's did a big business there because they conformed to French ideas and met the demands on the part of the French public for a large pot of mustard."

Speaking to these sales managers of the foremost British manufacturing companies, M. Lange continued:

"The time is ripe, therefore, for British firms to get into the French market. They must, however, find out the right kind of goods to send there. To do business successfully, it is necessary to understand the business mentality of the French people, to find the right kind of goods for that market, to find the best methods of making the retailers stock those goods and finally, when they were stocked, to get the public to buy them.

"Some fifteen years ago, when I approached English firms on the subject, they said they were doing well in England and didn't want to bother with the French market. All that was changed now. Some English firms advertised in France some years ago,

and lost money. Why? Because they did it in the English manner, and not the French. English 'copy' translated into French was no good in France. The 'copy' and the style of the goods must suit the French requirements."

In regard to the type of products required by the French people at the present moment, M. Lange, speaking from the advertising man's view-point, said:

"The things required now are—all kinds of raw materials, proprietary articles, prepared foods, jams, biscuits, sweets, toffee, custards, tinned foods, office appliances, fountain pens, gloves, household linen and chemicals. But they must be properly advertised.

"The great point is the placing of the goods, and unless firms have had long experience in doing business with the French people they could not know their business mentality, and that is a very difficult thing for a foreigner to understand. England must wake up, and manufacture the goods that people wanted, and not those English people thought they wanted."

DEALERS WON'T GET EXCITED OVER A ONE-TIME AD

Mentioning the case of "Galvinit," which had, at first, an enormous sale in England, M. Lange said that, much against his will, the proprietors insisted on using the same publicity methods in France as in England. Eighteen thousand circulars were sent out to retailers in Paris and district, saying that on a certain day there would be big advertisements in all the leading papers, and asking for orders. The advertisements appeared, and the proprietors only received orders for fifty-two cans. He personally waited on a lot of retailers to see what inquiries they had had, and they told him there had been hundreds of them, but

It Sounds Like Exaggeration But You Can Prove It Beyond the Shadow of a Doubt!

IT sounds like an overstatement to say that everybody in Kansas City reads The Star. Yet you can prove it!

Ask anybody who lives in Kansas City if he does not read The Star and if everybody he knows does not read The Star.

Visit Kansas City and follow any one of The Star's 1,000 carriers any morning or evening and see if he misses throwing a paper to a single home in any block on his route.

Consult the A. B. C. Audits and compare The Star's carrier circulation with the population of Kansas City.

Apply any test, make any investigation, canvass the town block by block or family by family, your conclusion will be the same—that The Star, next to food, clothing and shelter, is the one universal necessity in Kansas City.

THE KANSAS CITY STAR

Morning	Evening	Sunday
220,000	220,000	220,000

CHICAGO OFFICE
1418 Century Building

NEW YORK OFFICE
2 Rector Street



The Mechanical Side of an Art

ALTHOUGH printing is an art, never forget that it has its mechanical limitations, or that the man who knows the most about these mechanical features is the most likely to get the most artistic results.

It is for this reason that S. D. Warren Company have compiled a book which contains samples of printing, artistic in effect and practical for any good printer to obtain. This book contains 108 pages and is known as Warren's Paper Buyer's Guide.

In the hands of the thoughtful buyer of printing, this book is a world of help. Its scope is wide enough to embrace the products of nearly every important industry. The way these products are shown will fascinate



Printing Papers

you by its attractiveness. And this is directly due to the mechanical knowledge of the work to be done, tempered by pleasing artistic judgment.

Now, many of the most important mechanical details of a printing job hang upon the choice of paper. In Warren's Paper Buyer's Guide is shown the proper time to use highly coated, dull and semi-dull coated papers, antique papers, super calendered and machine book papers, and papers for offset and lithography. The result produced in every case is printing of the better sort.

Warren's Paper Buyer's Guide may be seen at any of the public libraries of the larger cities and at the offices of any paper merchant who sells the Warren Standards.

S. D. WARREN COMPANY

Boston, Mass.

Better Paper

Better Printing

they were not going to order just now for all that. "If he liked to repeat the publicity again they would see how many inquiries they had that time, and then think about ordering."

"Advertising must be done by French methods, or it was useless. If the advertiser said his goods were the best on the market, the public just didn't believe it; they said, 'You have an axe to grind, and therefore are not speaking the truth.' The public must be approached carefully; the advertiser must not say too much. The public would read the advertisement, and perhaps remember it. The second advertisement might arouse their curiosity, and the third one, if properly worded, would bring results. Then the advertiser would do big things.

"French retailers want a good profit, say, 25 per cent. The wholesalers before the war wanted 10 per cent, now they want 15 or 20 per cent. Then there is a man known as the 'demigross,' or half wholesaler, who acted as a kind of middleman between the big wholesaler and the small retailer, who was simply out for extra commission."

Chain Store Booms National Advertising

The Owl Drug Company, a large chain on the Pacific Coast, came out in a recent newspaper advertisement with a statement explaining the value of advertised goods to the consumer. "The Nation Learns Through Advertising," is the heading of this unusual piece of copy, which lists a number of nationally advertised toilet articles and goes on to say:

"The newspapers and magazines are the principal mediums by which the people are reminded of the old and introduced to new toilet articles and preparations, remedies for all ills and health appliances of all kinds.

"The fact that an article is advertised is an assurance of quality for, lacking this prime essential, it will not find a ready sale—no matter how much money is spent in telling about it.

"The Owl Drug Stores supply the demand that is thus created. If advertising has interested you in any merchandise that logically belongs in a drug store, you will more than likely find it in an Owl Drug Store."

This advertising is tied up closely with attractive window displays of advertised products, together with advertisements from the national magazines.

Congressman Approves P. I.'s Labor Suggestions

HOUSE OF REPRESENTATIVES, U. S.
WASHINGTON, D. C.
June 23, 1919.

Editor of PRINTERS' INK:

I want to thank you for your very interesting letter of the 24th inst., and to see that you have realized, thoroughly, the need of getting together in our industrial relations. I have seen serious trouble resulting many times from the refusal of opposing parties to sit down together around a table, and talk things over in honest, manlike fashion.

My resolution would provide for a conference for common counsel. It would mean that the leading figures in capital and labor would have a chance to talk things out together. There must be a meeting place, if we are to arrive at a common decision. We cannot get together in the newspapers, or as long as one side takes an arbitrary stand and the other side will not permit discussion of the questions involved.

The article from PRINTERS' INK is a valuable one, and has information which I will be able to use to advantage. The one big union idea is syndicalism which cannot prove helpful, but will surely prove destructive. By craft unions there is secured unity of effort on the part of men engaged in the same effort, and all necessary co-operation can be secured without appealing to class prejudices.

I will be very glad to keep in touch with you, and would be pleased to have you send me any of your articles bearing on this subject.

(Signed) M. CLYDE KELLY.

MR. KELLY is sponsor for a bill in Congress to form a permanent industrial council composed of leaders in labor and capital. PRINTERS' INK, which has suggested in numerous articles the part advertising and advertising men can play in bringing about a better understanding between capital and labor, is glad to receive Mr. Kelly's letter. The article which he refers to is "An Old Industry to Be Advertised By Its Labor Unions," by Roy Dickinson in the May 29th issue.—[Ed. PRINTERS' INK.]

Howlett With Guenther-Law Agency

Eric Howlett, formerly of the National City Company, New York, has become associated with the service department of the financial advertising agency of Rudolph Guenther-Russell Law, Inc., of the same city.

He sticks to his last
 and cashes in on
 advertising
only
 in

The  Sun
 New York's Great morning paper

OLIVER MOORE

FROM THOMAS', LONDON, ENG

Boot-Maker

34-36 WEST 46TH STREET

NEW YORK, May 20, 1919.

The Sun, 150 Nassau St., N.Y.

After careful consideration of the other papers I have decided to limit my advertising for the coming year to The Sun

The results I have received have been exceedingly gratifying, and although my lowest priced shoes have been raised to \$27 a pair I have found no diminution in the proportion of sales. This, I believe, is very complimentary to the quality of your readers.

Very truly yours

Oliver Moore

The Box Score Of Any Old Base

*The Birmingham News puts Out
Lines In June—Four Strights In*

Ask any wise sporting editor how a baseball battle was won or lost and he will refer you to the answer—the whole story is written within the four corners of the official "frame." The score tells it all. Therefore, with a word of introduction to say that in June The Birmingham News reached the million-line mark in advertising, gaining 370,370 lines over the corresponding month of last year, that The News' total exceeded by 12,320 lines the combined totals of the other two Birmingham newspapers in the same month—

In Total Advertising					
	June, 1919	June, 1918	Gain		
The News - - -	1,069,166	698,796	370,370	The News	
Age-Herald - - -	639,436	469,686	169,750	Age-Herald	
Ledger - - -	417,410	324,198	93,212	Ledger	
Excess of The News' total over totals of Age-Herald and Ledger combined -			12,320 Lines	Excess of	
Excess of The News' gain over gains of Age-Herald and Ledger combined -			107,408 Lines	Excess of	
In Local Display Advertising					
	June, 1919	June, 1918	Gain		
The News - - -	687,610	493,402	194,208	The News	
Age-Herald - - -	363,832	295,708	68,124	Age-Herald	
Ledger - - -	267,554	217,280	50,274	Ledger	
Excess of The News' total over totals of Age-Herald and Ledger combined -			56,224 Lines	Excess of	
Excess of The News' gain over gains of Age-Herald and Ledger combined -			75,810 Lines	Excess of	

The Birmingham News in June printed 16,318 separate and distinct Classified Advertisements, a gain of 9,000 over the corresponding month of last year. The Birmingham News, in June, printed 4,284 more than were printed in June by the other two Birmingham newspapers combined. The News gained 101 per cent in National Advertising for the month of June over the other Birmingham newspapers. The News gained 101 per cent in National Advertising for the month of June over the other Birmingham newspapers. How about a newspaper that never loses.

Advertisers Can Dominate Birmingham—At ONE COST—By Concentrating in The News.

Ask to see the A. B. C. Audits on the three Birmingham newspapers.

Member Audit Bureau of Circulation

The Birmingham

The South's Greatest Newspaper

reTells the Story Baseball Game—

**News Out Another Million
in Straight In Four Times Up!**

ost and refer you to the well-known box score:—Come to think about it, that's of the office "frame." And the same thing is true, of course, of any other game—say that in June The Birmingham News, for the fourth successive month, passed the corresponding month of last year, which was the best previous June in its history, and als of the other two Birmingham newspapers, we'll let the "Box Score" tell the rest

In National Advertising

	June, 1919	June, 1918	Gain
The News - - -	260,400	129,528	130,872
Age-Herald - - -	171,234	108,976	62,258
Ledger - - -	99,008	65,940	33,068
Excess of totals of Age-Herald and Ledger combined over The News - -			9,842 Lines
Excess of The News' gain over gains of Age-Herald and Ledger combined -			35,546 Lines

In Classified Advertising

	June, 1919	June, 1918	Gain
The News - - -	121,156	75,866	45,290
Age-Herald - - -	104,370	65,002	39,368
Ledger - - -	50,848	40,978	9,870
Excess of totals of Age-Herald and Ledger combined over The News - -			34,062 Lines
Excess of gains of Age-Herald and Ledger combined over The News' gain -			3,948 Lines

percentage gain of 9,015 over June, 1918, or 123 per cent. This was the largest number, by several tables the largest number ever printed in a single month by any other Birmingham newspaper, and was papers combined. The News' gain for the month was approximately three times the combined gains of all three newspapers for the month. They say a winning baseball team is a good advertisement for the

Editor Bureau of Circulations

Birmingham News

The City's Greatest Newspaper

**KELLY-SMITH CO., Foreign
Representatives, Marbridge Bldg.,
New York; Lytton Bldg., Chicago**

**J. B. KEOUGH, Southern Representative,
Candler Bldg., Atlanta, Ga.**

88%

GAIN

IN ADVERTISING
FOR AUGUST

MUNSEY

The Artistic Juggling of White Space

It Is Valuable in Composition Only When It Is Wisely Distributed—Great Power in the Proper Use of Margins

By W. Livingston Larned

IN glancing through magazines, have you been unconsciously attracted to certain advertisements?

Have you said to yourself: "There, that is a beautiful advertisement. It is well-nigh perfect. Just right as it stands!"

And then have you attempted to dissect such advertisements, in an analysis of what certain ingredients compose such rich artistry? Your eye as well as your mind is pleased. There is no compromise—you are enthusiastically eager to praise. Yet it is by no means easy to explain to your own satisfaction why the product has pleased you.

It is not unlikely that white space, plus shrewd composition, are the factors involved.

For balance, in its delicate adjustments and refinements, is a quality that lures the eye. You have permitted the physical dress of the advertisement momentarily to dull your keener judgment. An advertisement may be very beautiful yet very poor as a salesman of goods.

We treat here, however, only of the units that go into a given space, and their relation to one another. For display is an important essential of good advertising. Very clever and efficient text is often handicapped by poor typography. Excellent paintings and drawings are sorely tried by the way they are fitted into the mosaic of the ad.

Every planner of advertising can take at least one argument as fixed and positive—liberal use of white space is beneficial and a well-nigh necessary thing. Most advertising is crowded. There is always a tendency to force more into a space than is good for it.

By the time the main illustration and the display lines and the

slogan and the name plate and the trade-mark and the trade-mark figure and the goods are shown, the copy has a running fight for existence. Some advertising men assert that it is sheer nonsense—this belief that the average reader either understands or gives a whoop about composition, balance, and all the rest of it. He will look at the picture, no matter where it is, and read the copy if it is worth reading. He has not been schooled in the fanciful, delicately poised problems of the studio.

But this argument leads nowhere.

If it were followed out in actual practice advertising would never improve. It is within the province of advertising to teach people to recognize the finer things belonging to its physical make-up. Luckily, this is the view taken by most experts, and, as a consequence, there are few really barbaric advertisements nowadays as compared with the old regime.

We know a man who has formed a sort of working creed. He employs it when he is making up an advertisement. Says he: "My display is not the only one in the magazine or newspaper. I am sure to be surrounded by other ads and masses of type. I must make my own ad 'stand out.' If, in its mass of detail and type, it takes on the tone value of what surrounds it, then will I lose my opportunity to be individual and to attract the reader's attention first.

"Let me see—what are my working tools? To what expedient may I take recourse? Mere brute strength will not do it. Technic of illustrative feature alone will not suffice. Idea will not bear the burden. But I have white marginal space. The more of it I put between my advertisement and

what is above and below and on either side of it, the more certain I am to concentrate attention upon the actual ingredients of the display. I am not restricted as to where I shall employ these spots of plain white paper. Therefore, I have leeway. I can do distinctive things. I will cut down my actual working space, but I must reckon that white space is not waste space. It is a means to an



WHITE SPACE—THE "SKY" AS A BACKGROUND FOR THE FLAGPOLE

end. And I can be fairly sure of minimized competition, for other advertisers have not profited by experience. Eighty per cent of them fill every available inch of space."

Test this principle out.

Look through your daily paper. In the vortex of type and picture select the advertisement which commands attention—the one that forces itself upon your eye and necessarily upon your mind.

In the majority of cases it will be the advertisement around which or in which there is a liberal portion of white space. The rule is

so simple and obvious that we often wonder why so many advertisers hurdle it and land in a maze of congested text and picture.

Some men who plan advertising deliberately set apart one-fifth of the total space as sacred.

They will under no circumstances encroach upon it. They will not permit themselves to edge over an inch.

It is a shrewd plan.

This rule applies to window-dressing. One advertiser, in fact, got the idea there. He had walked up a famous shopping boulevard and studied the show windows. And he recognized instantly that where concentration was desired the simply dressed window was by far the best. A single shoe on a glass stand, rather than fifty shoes. One draped model against uninvolved background rather than a grand mixture. He was fair enough to understand that each had its place in the general scheme of things and both could be successful. But if class, atmosphere, dignity and poise were desired, then the uninvolved took first prize.

This story theme is not a new one. PRINTERS' INK has brought it up before. But it bears repeating. The doctrine of white space should be framed in motto form and hung above every advertising manager's desk, lest he forget it.

"If you would dominate, use White Space!"

Many advertisers have about learned the lesson. White space with them is another trade-mark. They have resolved not to be lost in the shuffle of countless appeals to the eye. And remember—you must first make people stop and *want* to read your message.

That is where the purely physical comes in.

Most copy is too talkative. It is better to cut the story to the bone and give it proper display, than to tell everything you know about a product and congest it to the suffocating point.

Better that a small amount of text be read than that a great deal of it escape the reader entirely. And this often happens. Innumerable accounts permit of brief

text. And when the opportunity is presented to deal in brevity, take advantage of it—give over the space that might have been devoted to superfluities to clean white paper.

There are many ways of arriving at what proportion of the space can be devoted to marginal effects. Make a half-dozen same-size outlines of your advertising space and experiment. Spot picture and copy, now here, now there, until an odd or well-balanced effect is secured. Some advertising men have little bits of gray and black paper and they move these checker-board fashion, in the outlined space, the black representing the illustration, the gray the text.

Many years of experiment were necessary, it would seem, before advertisers learned that the outer margin of a magazine or newspaper page can become almost a living part of the advertisement. The moment a rule clearly defines the limits of an ad, this possibility disappears. According to measurement, a standard magazine page is five-and-a-half by seven. If white margin in the design run out into the magazine margin to the cut size, the entire page is yours. The design seems larger than it really is.

It required an accident for one man to learn this simple rule.

The last minute had arrived for the inserting of a five-column newspaper advertisement. The plate was made the wrong size. The engraver had misunderstood and the cut came through in three-column measure. But it was centered in the total space and run just the same. For it was a news

message and would not wait.

The next morning the advertising manager received congratulations from all sides.

Everyone was pleased.

"That was a fine display you had in this morning's paper," said a rival, "I'll take my hat off to it. You killed off everything else in the paper—you owned the issue."



Silent, tireless, automatic—ISKO manufactures cold

Day and night this chamber monitor makes still vigil over human health—for its breath is cold and dry and pure as polar air.

Isko cools the family far less a miniature cold storage plant. It may be placed on top of the ice box beside it on the floor, in an adjoining room or in the basement—the result is the same, perfect refrigeration, dry, constant, economical.

Two moving parts that revolve in oil; that is the simplicity of Isko.

A thermostat regulates the temperature, turning the motor on and off automatically; that is the vigilance of Isko.

Both oil and refrigerant are permanently sealed in the machine. The user need not bother about them; that is the self-reliance of Isko.

Vegetables extracted to Isko stay garden-crisp. Isko keeps milk and butter fresh and sweet. Isko supplies cubes of pure ice for table use. And all electrically, without the fumes and his cough, without ammonia and its dangers.

Isko is as necessary to the modern household as the telephone—as unfailing in its service.

Isko is also made in larger sizes for use in large homes, country estates, clubs, and commercial establishments.

The ISKO Company, 111 W. Washington St., Chicago, Ill.

ISKO

Fits Any Ice Box

AN UNUSUAL EXAMPLE OF BALANCE AND JUDICIOUS USE OF WHITE SPACE

The flustered manager said nothing, but he realized that an accident had given him unearned laurels. It was easily the finest display he had ever issued in behalf of his concern. That wide white margin had worked wonders. Now he is a confirmed user of "plenty of white space."

An automobile tire account has gone the limit in this type of copy. Full pages are used, with a comparatively small illustration at the bottom and a miniature block of text. Fully three-quarters of the

space is white space. There can be no question of the striking qualities of the arrangement. No reader can pass that advertisement. It is so unlike anything else in the magazine that concentration is inevitable. But there will be many who argue that this is jumping too far in the other direction.

"We have only sought to show the tires, and to put over general publicity," might be the comeback. It would be perfectly valid as an answer, too, for not all advertising need be descriptive, minute in detail and comprehensive as to every ramification of the business. If it is legitimate to show a very large reproduction of the product and a few lines of text then it is just as legitimate to hold these units down and force attention through the expedient of the liberal white space.

There would be more of this type of advertising if it were not for the stubborn conduct of the man who pays the bills. The only part of a display that appeals to his matter-of-fact mind is the part that talks or shows. Blank space is blank space. His reasoning will not include any argument to the effect that it is anything short of hideous waste of real money. "Oh, put something in there," he will command, "the trade-mark or some extra copy or something. We have to pay for all that white paper."

The need for white space is marked in newspaper advertising, where the competition is keen and the pace swift.

If there is one factor more than another that has made the Morris newspaper campaign conspicuous is the extreme simplicity of the layouts and the always generous margins of white. They fight their battles out with other advertising—and win.

"American Exporter" Adds Five to Staff

The *American Exporter* has recently added five assistant solicitors. The additions are Messrs. H. L. Mulcahy, who will represent the magazine in Boston, W. M. Morris in Seattle, V. Trowbridge in St. Louis, M. G. Finn in Cincinnati, and G. H. McBride in New York.

Private Brands Endanger Wholesaler and Retailer

The manufacturer, jobber and retailer. This co-operation is woefully lacking, and without the hearty co-operation of these three we must perish.

To a great extent we are fighting manufacturers by continually pushing private brands. When I was a private brand jobber I always felt like a fellow who is trying to rub his belly with one hand and pat his head with the other at the same time.

Now, gentlemen, I firmly believe that the time is right here when you will have to declare yourself.

Are you a manufacturer's jobber, or are you a jobbing manufacturer? There can be no middle road. You cannot be both jobber and manufacturer. We believe the manufacturers of this country are fair and want to market their products through the jobber, providing the jobber will give them a square deal. By reading the bulletins of the National Wholesale Grocers' Association you will notice that the manufacturers are conceding to all fair requests made by the National Association.

The manufacturers of the United States have adopted the policy of introducing their products by using specialty men, and this strikes us as being wise. The jobber does not have time to introduce new goods. The manufacturers guarantee their orders to be genuine, and the jobbers get the business without much effort. I realize that many jobbers object to specialty men, but let me give you a pointer, they are here to stay, and you had better make up your mind to tolerate them and encourage them.

The private-brand business is the daddy of the chain store, which is such a menace to our legitimate retailers. You seldom see a chain store offering for sale well-known advertised brands of merchandise, except occasionally for advertising purposes. They push private brands, or bastard brands, that the public know nothing about. They generally sell the "just-as-good" kind.

The jobbers' private brands have done more to hurt the retailer than any other one thing.—F. C. Gaylord, of the Homer-Gaylord Company, Clarksburg, W. Va., speaking before the West Virginia Wholesale Grocers' Association.

A. G. Wise, Australia, Here

A. G. Wise, general manager of the *Herald & Weekly Times, Limited*, of Melbourne, Australia, is now in this country and will be in New York about the end of July.

Mr. Wise visited the United States about twelve months ago.

R. H. Brooks Will Move to Chicago

Robert H. Brooks, advertising agent of Little Rock, Ark., will locate in Chicago about August 1. Mr. Brooks established his business in Little Rock four years ago.

Holding the Market!

The sale of motor cars and accessories during 1920 will depend largely on the impression made today by the makers of these products.

Because demand is livelier than production at the moment, some advertisers believe that publicity appropriations should be cut to a minimum. It is the old theory—why strive for new business when present demand exceeds supply?

The history of big business is replete with instances of the disastrous results ensuing from this policy.

Advertise now! Next year will be just what the manufacturers of cars and accessories make it. Business will be fair, good, or excellent—the quality and volume of publicity for the next six months will determine the measure of success attained.

MoToR, as the known backbone of successful automobile and accessory campaigns, should be the pivot of selling plans for these products.

MoToR

THE NATIONAL MAGAZINE OF MOTORING

Detroit, Mich.
1408 Kresge Bldg.

119 West 40th St.
New York, N. Y.

Chicago, Ill.
326 W. Madison St.

MoToR sells more copies per issue on the news-stands than all other automobile publications combined

The National Medium of the Broad Country

Canada is much broader than her neighbor,
the United States.

That is why, in flying the Atlantic, the bird-
men hop from Newfoundland, which, by the
way, is no part of Canada, but proud to be
Britain's Oldest Colony.

But from British Columbia on the Pacific
side,

To Nova Scotia which juts far into the At-
lantic,

Are cities of varying size, and greater or less
importance.

Herein are published, each lawful day, News-
papers

Carrying local news, cables from all the
world, and

Articles of special interest to *their* readers.

And advertising—the latter being a matter
of great import.

These papers, by reason of their merit, their
general circulation and the regard in which
they are held,

The Daily Newspapers of Canada

Are each a unit in the National advertising mediums of this broad country.

If you have goods to sell—if that is YOUR business—

You are interested.

Canadians have money, to buy and pay for the things they want or need.

No goods are too high grade for them, no device to save labor, nothing that will add to the joy of life, escapes their notice.

In all there are no other people, which man for man, buy in such volume as do the readers of THE DAILY NEWSPAPERS OF CANADA.

Write, wire, 'phone. Ask your Agency for details because it will surely pay you to spend 10% of your appropriation in Canada, starting this Autumn.

City	Popu- lation	Paper	City	Popu- lation	Paper
Halifax	53,000	Herald & Mail	Toronto	525,000	Globe
St. John	55,000	Standard			Mail &
		Telegraph &			Empire
		Times	Winnipeg	225,000	Free Press
Montreal	750,000	Gazette			Tribune
		Star	Regina	26,105	Leader
Quebec	100,000	Telegraph	Saskatoon	21,054	Phoenix
		Le Soleil	Calgary	56,302	Herald
Ottawa	101,795	Citizen	Edmonton	53,794	Bulletin
		Journal Dailies			Journal
London	60,000	Advertiser	Vancouver	120,000	Province
		Free Press			Sun
			Victoria	45,000	Colonist

A Good Working Agency

The impression that CRITCHFIELD & COMPANY has made in the advertising world is expressed in these four words — "a good *working* agency." We quote the phrase because it is not our own. And the accent, when we heard it said, was on *working*.

To advertisers of experience there is a lot of meaning in that phrase and that accent.

May we have the opportunity of making you better acquainted with our service?

Critchfield & Company

CHICAGO NEW YORK DETROIT MINNEAPOLIS

The Sign that Adds Definiteness to the Window Display

"Jackson" Comments on the Increasing Use of Printed Matter in Store Trims

By Frank H. Williams

JACKSON and I were walking up Fifth Avenue.

"Have you noticed it?" Jackson asked.

"Noticed what?" I replied.

"Noticed how much more printed matter is being used in window dressing nowadays compared with what was used a few years ago."

"I can't say I have noticed it," I declared. "Is more of it being used?"

"There sure is," Jackson went on. "I don't know whether it was the United Cigar Stores that started it, but a glance at these store windows shows how many more establishments than in years gone by are using printed matter to explain things about the articles on display or to call attention to particular styles, or to attract attention to the windows by the use of photographs or cartoons, or to put over strong, well-worded sales arguments calculated to make people come into the stores and buy."

"You remember some years ago," Jackson continued, "when the United Cigar Stores Company started on the window displays it has held to so consistently, many advertising men declared such displays were almost, if not entirely, worthless. There was quite a lot of discussion about the matter. It was contended that so much printing had absolutely no reason for being in a cigar store window—that the company was selling tobacco and not printing and all that sort of stuff. But still the concern persisted in dressing its windows in accordance with its own ideas, and it has prospered mightily."

"Of course it would be hard to put a finger on any particular phase of the well-balanced organization and say that this particular

thing was largely responsible for the concern's success, but, to my mind, these distinctive, always recognizable window displays have done a lot for the corporation."

"They've helped put over a lot of new brands of cigars, too. Take the 'Orlando,' for instance. You know when Orlando, the Italian premier, quit the peace conference, everyone was laughing about it being United Cigar Stores propaganda. Now the men who were laughing about this may not have realized it, but a great many of them learned about the 'Orlando' cigar from the company's window displays, and this, too, in spite of the fact that you never see a crowd congregated about a United window eagerly gazing at the stuff on exhibition."

"As I say, I don't know whether it was the United who started this thing, but the A. Schulte Company and the Liggett drug stores are doing the same sort of window dressing, putting in a lot of samples and using a tremendous amount of classy printed matter to drive home sales arguments and impress brand names on passersby."

OTHER STORES USE PRINTED WINDOW DISPLAY EFFECTIVELY

"Right offhand," Jackson went on, "I can think of no other chain stores or individual stores which make such an extensive use of printed matter in their window dressings as do the United, Liggett's and Schulte. But there are a lot of other establishments coming right along in this regard. Look at the windows of the Truly Warner and the other popular-priced hat stores. Of course the usual displays of hats are there, but with interesting additions. The price cards have been elaborated into striking little cards contain-

ing a silhouette or photograph showing how some particular style hat looks on a man. This is hooked up with a snappy sales argument. How much more interesting this is to possible customers than simply hats and nothing more!"

"But I don't notice much printed matter in the windows of the large department stores along Fifth Avenue," I declared.

"I know that," Jackson answered; "but if you'll observe closely you'll see they are using quite a lot of neatly painted explanatory signs, and from the use of signs it is merely a step to the use of even neater, more appealing, printed cards. Here, for instance, in this department-store window is a sign saying: 'Gray is the fashionable summer color. These gowns all made in our own shop.' How much more interesting the whole display becomes by the use of this simple, explanatory sign! All the tasteful gray gowns in the world would not have anywhere near the appeal to women these few gowns have when hooked up with the declaration that gray is the proper color for summer wear.

"Now here's another big department store with a display of German pipes. The accompanying sign says they were taken out of a front-line German trench near Verdun. The pipes alone wouldn't be worth much as a window display. The accompanying sign is absolutely necessary to give point to the display. And look here in the other window is one of those neatly framed, little printed signs urging people to leave an order with their postman for the delivery each month of some War Savings Stamps.

THE ARGUMENT FOR THE PRINTED DISPLAY

"Don't tell me," Jackson exclaimed, "that department stores aren't coming around the same as other establishments to a greater use of printed matter in dressing their windows. It is logical—in-
evitable—to my mind, for certain definite reasons. First, printed

matter drives home a big sales reason in a few pithy words. It does this in a convincing, dignified way without any chance of a comeback on the part of the possible customer. You can't argue with a printed sign. It's just there. It says a certain thing and you can accept it or leave it. There's no chance for an argument. But if a salesman tries to put over the same argument he can't do it as effectively, nine times out of ten. He can't do it as concisely.

"Printed matter has no equal, in my opinion, for creating a favorable opinion in the minds of possible customers regarding a certain product. After this favorable impression has been made and the customer has been brought into the store, it is up to the salesman to clinch the sale. This saves the time that would otherwise be consumed by the salesman in making the favorable impression—which is work that should be done by a proper display of the goods in the store windows and by a hooking-up of these displays with the right sort of sales-creating printed matter. Second, it makes window displays more interesting. That stuff about gray being the fashionable color for summer is a case in point.

"Third, and most important of all, it helps sales. You can't tell me the United Cigar Stores, the Liggett drug stores and a lot of other firms would be using printed matter so extensively in their windows if it didn't help their sales. Now don't misunderstand me—I don't say that department stores will ever have window displays so crowded with printed cards as these concerns have, but I do say that a wider use of dignified printed matter, which in the way it is printed and the way it is displayed will be in keeping with the high standard of department-store window dressing, will come into much greater vogue soon."

"Well, your viewpoint is interesting, whether department stores do use more printed matter that way or not," I said. "But, now that you've brought my attention to it, there certainly is a lot more

More McClure Records Broken!

THE July issue of McClure's Magazine closed its forms with **25 per cent.** more advertising revenue than has appeared in any July number of this Magazine in the history of McClure Publications.

The August issue of McClure's has just closed with a gain of **24 per cent.** over any previous August issue since McClure Publications began business.

The amount of advertising booked for the September issue of McClure's indicates that the lineage in this number will show corresponding gains over the August issues of previous years.

These facts and figures, taken in connection with the steady increase in McClure advertising shown in the preceding quarter of this year, are tangible signs that McClure's is delivering to advertisers the service they desire, and is receiving from them the patronage it merits. See that your schedule includes—

McCLURE'S

printed matter being used in window displays than formerly. That's a rather unique display in the window of the New York Telephone Company on Broadway."

"Yes, isn't it?" said Jackson. "Absolutely nothing in the window except two nicely printed signs framed in a dignified manner. One of them tells us to 'Speak Distinctly,' and the other gives us an 'Important Notice' to the effect that 'Information' will not give callers the numbers of subscribers appearing in the 'phone book. How effective they are—at least they strike me as being effective. And I'm sure they must make a distinct impression on the hundreds of people who pass by them every day."

"Have you noticed the colored cartoon that always has a crowd of people standing in front of Loew's New York Theatre?" I asked.

"Yes," Jackson replied. "That cartoon is issued weekly and is used by a lot of stores in their show windows. It attracts people everywhere just as it attracts people here on Broadway. It is one of the interesting developments of this greater use of printed matter in display windows that I'm telling you about."

"Another interesting development is the greater use of news photos by stores. Several concerns, I understand, now get out weekly services of news pictures for the use of stores in their shop windows and many stores are taking advantage of these services. American people like to look at pictures, and where the sight of a suit of clothes in a window will not make them stop, a news photo will get them. And once they are stopped they are quite likely to look at the goods displayed and, having looked, to go in the store and buy. I notice that some of the stores are taking advantage of this desire on the part of people to look at pictures by cutting out the rotogravure sections from Sunday newspapers or magazines and displaying these in their windows."

"What do you suppose is the

reason for this added use of printed matter in this way?" I asked.

"It's simple enough, to my mind," said Jackson. "Stores are simply following up the thing they have started by their newspaper or other advertising. Here's the proposition: They pay a lot of money to put sales arguments and prices and illustrations of goods in the newspapers, or the concerns from which they buy their goods do a lot of national advertising. So when the stores follow up this advertising by an attractive display of goods hooked up with a final sales punch printed and displayed in an attractive, dignified manner, they are reaching the highest point of efficiency. At least that's the way I've figured the thing out."

"Well, whether you've figured out the reason right or not, there's no doubt that a lot more printed matter is being used in show windows than was formerly the case."

"Yes," Jackson echoed, "I don't think anyone will deny that."

And we both stopped in front of a restaurant to look over the day's menu pasted on the show window near the entrance.

Advertising to Promote Cincinnati's Jewelry Industry

Cincinnati manufacturing and wholesale jewelers are planning the inauguration of a campaign to further establish Cincinnati as one of the leading jewelry distributing centres of America, with the definite object of making the Queen City the leader in this respect without the question of a doubt. At a meeting of the Advertising Committee of the Cincinnati Wholesale Jewelers and Manufacturers' Association of the Chamber of Commerce, a tentative campaign, covering a period of one year, with the jewelry trade papers and daily newspapers as the chief mediums of publicity, was outlined, this to be followed by individual advertising of various kinds by the various local concerns. It was demonstrated at this meeting that Cincinnati has a more diversified jewelry manufacturing industry than perhaps any city in America, and it is expected that this prestige, as well as the general wholesale trade, can be greatly increased by means of the proposed campaign. Further details for this enterprise will be decided on at an early meeting of the association.—"The Cincinnati."



The Chemistry of Advertising...

WE give your product an honest analysis—*uncolored* by hope—*unflavored* by ambition. We find the *one* selling argument which *overtops* all the rest. And then we present this Dominant Idea *graphically* to dealer and consumer.

Upon the request of an executive, we will gladly send our new 72-page book, "Master Merchandising and The Dominant Idea."



MJUNKIN ADVERTISING COMPANY

CHICAGO •
55 WABASH AVE.

NEW YORK •
450 FOURTH AVE.

CLEVELAND
NEWS LEADER BLDG.

The Easiest Sort of a Campaign

There was never anything easier to prepare than the national newspaper campaign for Photoplay. This comes from authoritative sources.

No problems to knit a copywriter's brow in selling Photoplay to a wider public. No merchandising knots to untie.

All there is to do is to tell what's in Photoplay about the time it appears on the newsstands.

If it's Photoplay—the table of contents is the advertisement.

That's a deserved tribute to the editorial sense that makes the book and it's the best reason in

the world for a twelve page campaign in Photoplay.

Photoplay is the sort of book that people who have a certain amount of leisure and a comfortable amount of income want to read. Every new table-of-contents advertisement brings ample proof of that to its 32,000 dealers.

If your advertising is following the line of least resistance you will find it, sooner or later, sharing this unforced interest with the other advertising leaders. Why not make it sooner?

Let the name stick in your mind; it's imitated

PHOTOPLAY

The Magazine of the Fifth Estate

W. M. HART
ADVERTISING MANAGER

350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Lines and Colors That Change the Apparent Size of Objects

SOMERVILLE, MASS.

Editor of PRINTERS' INK:

Can you mail me the following information:

1. What kind of lines make a person appear taller, shorter, etc.?
2. What colors affect the lines of the human figure in the same way?

RAYMOND REED.

WHEN pen strokes or the tendencies of garments run up and down, the figure appears taller. This is very noticeable in drawings. A man in a striped suit, for example, if the stripes run the length of his body, make him seem taller. Lines running across the body tend to dwarf the figure. This can be actually tested out. Draw two outlines of figures—let them be identical—fill in one with up-and-down lines, the other with cross lines, and they do not appear at all the same in size.

Light colors tend to produce an appearance of stoutness. Dark colors produce a trig, clean-cut appearance. The same man may wear a light, mixed suit and a dark brown or even dark blue, and he will look rather stout in the former and neater, nattier, even thinner, in the other.

Buffalo "Commercial" Appoints J. H. Ford

The Buffalo *Commercial* has engaged the services of James H. Ford, as advertising manager. For twelve years Mr. Ford was manager of the Rueben H. Donnelley Corporation in Buffalo and was also with the company for over a year, in Pittsburgh. He was, for a number of years, a director of the Buffalo Ad Club.

Photo Engraving Salesmen Organize

The New York Photo Engravers Sales Club has been organized in New York City by salesmen in the photo engraving industry. The officers are: President, W. M. Hathaway; vice-president, John Charters; secretary, H. J. Colgan; treasurer, R. W. King; board of governors, R. H. Wevill; J. A. Anderson, O. J. Milnor, E. F. Galvin and C. E. De Bevoise. These nine men constitute the club's executive council.

H. F. King with Rickard & Sloan, Inc.

Herbert Field King, formerly advertising manager for the Cling-Surface Company, Buffalo, N. Y., has returned from France, where he served for nine months with the 53rd Pioneer Infantry, as a First Lieutenant. He is now in the Creative Department of Rickard & Sloan, Inc., New York.

Service Man Joins "Motor"

Lieutenant Guy Bolte, recently discharged after fifteen months' service in France, has joined the staff of *Motor*. Previous to his enlistment in the army, Lieutenant Bolte was with the Hill Publishing Company.

D. B. Miller With Auto Company

Dave B. Miller has resigned as advertising manager of the General Fireproofing Company, Youngstown, Ohio, to take a similar position with the Cleveland Cadillac Company of Cleveland, distributor of Cadillac and Dodge cars.

London, Eng., Hotel Sends Greetings By Advertising

The Savoy Hotel of London, England, took large space in a recent issue of the New York *Times* to extend greetings to the people of this country on the declaration of peace.

Advertises All Sorts of Advertising Service

The Standard Auto Service, Limited, Toronto, advertises a co-operative auto service-repairs, reclamation of stolen cars, towing, and adjustment of claims. The account is handled by Desbarats Advertising Agency, Toronto.

L. A. Roberts Joins William F. Fell Co.

L. A. Roberts, who for the last three years had been identified with the sales department of R. R. Donnelly & Sons Co., of Chicago, has left that company to go with the William F. Fell Company, Philadelphia. Mr. Roberts will be director of service with the Fell company.

Joins Chappelow Advertising Co.

William H. Mass, for several years with the *St. Louis Republic*, has joined the staff of the Chappelow Advertising Company, of St. Louis, as manager of the publicity department. Mr. Mass was also with the *St. Louis Post-Dispatch* and previous to that was owner and editor of the *Belle, Mo., Times*.

*How long can any man deprived of
his native fields and forests dwell in
a city like New York before corro-
sion begins to nibble away his soul?*

THIS LIGHT MUST LIVE

A Novel of New York

By

ARTHUR STRINGER

in

Hearst's for July

*The mission of Hearst's Magazine is to enter-
tain and enlighten. The world's famous writers,
the world's real leaders, the world's great think-
ers, unite their efforts towards this end.*

Have you seen the current number?



ESTABLISHED 1901

Rothacker

~ a
Stand

in Industrial Motion Pictures

Motion Picture advertising has long since outgrown the scope of mere cinematography.

It is just as impossible to adopt the five-reel-melodrama film organization to the needs of Motion Picture Advertising as it is to hitch up a direct current motor on an alternating current line.

Successful Motion Picture advertising requires a high degree of specialization on the part of those who are responsible for its reproduction and presentation.

Any ordinary cinematographer can take a moving picture of a machine in action or a factory in operation if he has the proper camera and equipment.

But to accurately record the successive steps of a manufacturing process and assemble them into a co-ordinated whole—to picture the technical advantages of any certain machine in a way that has "reel" advertising value—to motographically present its sales arguments in logical order—

These things are the work of the Motion Picture Advertising specialist.

That is one of the reasons why Rothacker Industrial Motion Pictures lead.

We do not waste time and

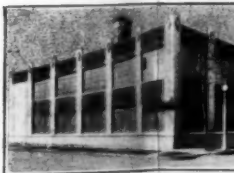
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ROTHACKER FILMS

THE SENIOR SPECIALISTS IN MOTION PICTURE ADVERTISING
1334 - 1351 DIVERSEY PARKWAY

Rothacker

~ a Name that Stands for the Best in Picture Advertising ~

material in making pictures lacking in advertising possibilities.

We know what to picture and how to picture it; and we own and operate our own studio-laboratory, the largest in America.

Your motion Picture Advertising campaign is too important to be entrusted to a mere department head, a broker or anyone who has to "job" your contract.

The house of Rothacker is essentially an organization of Industrial Motion Picture Specialists—experts in appraising the advertising value of each foot of film produced.

You will be surprised to know how economically this superlative advertising medium can be employed when Rothacker Specialization is applied to the job.

A representative of this organization will call at your request and advise with you on the use of this super-advertising medium—without obligation.

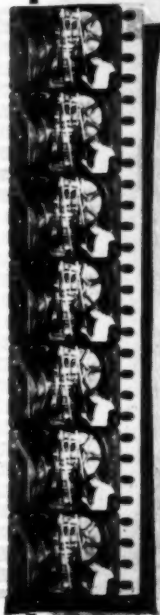
SEND FOR ILLUSTRATED
BOOKLET DESCRIBING
HOW MOTION PICTURES
ARE MADE TO ADVERTISE



FILM MFG. CO.

WATSON R. ROTHACKER - PRES.

CHICAGO, U. S. A.





One of the things which makes W. O. Floing Company relations with advertising agencies especially satisfactory, is our thorough familiarity with agency methods.

We have gained this understanding not only through our extensive work for and with agencies; but because many of our men have had actual agency experience.

It is readily apparent that such an equipment in an art-service house is extremely valuable and, moreover, of material assistance to the agency itself.

WILFRED O. FLOING COMPANY
CHICAGO

The Art of Training Correspondents to Write Better Letters

The Experience of Correspondence Supervisors in Developing Good Letter Writers

By Harrison McJohnston

IT pays good dividends to train correspondents. This is as certain as that it pays to train the men who personally represent a business. One kind of training is about as important as the other. This is the opinion of a large number of general executives, many of whom have recently added managers of correspondence to their organizations—those who have been able to find this kind of talent.

It seems that there is a scarcity of men who are able to train correspondents. This is not surprising when the qualifications of a good correspondence "supervisor" or "critic," or whatever he is called, are considered. With a view toward finding out for readers of **PRINTERS' INK** just what are the essential requirements for success in this job, the writer has consulted several executives who have attempted to solve the problem.

The consensus of opinion is that the man who assumes this responsibility must be, first of all, a good salesman. To train correspondents to write selling letters—all letters being either directly or indirectly selling letters—is work for a salesman who knows the market and the goods. Whether or not he knows good literature when he sees it, does not make much difference. But he must know a good letter when he reads it. He must know enough about grammar and rhetoric to catch the kind of mistakes that are noticed by readers. Beyond this, knowledge of rhetorical rules is not so essential.

It is the unanimous opinion, however, that if the trainer of correspondents is not a good salesman, either by instinct or by experience, preferably by both, he

will not succeed. He will not know how to handle his men so that they will act upon his suggestion, nor will he be likely to have many vital suggestions to offer them.

Therefore, the first step in training correspondents is to let a salesman do the work. He must also be able to write a good selling letter, but not necessarily a better selling letter than any one of his men could write. Good constructive criticism of letters does not necessarily accompany the genius of writing superlatively good letters. At least this has been the experience in several cases wherein a stellar correspondent was assigned to the work of training men to write better letters.

MORE THAN ONE WAY TO WRITE A "BEST" LETTER

It seems to be true that writing good letters oneself and getting others to write them—or writing good copy of any kind and getting good copy out of others—are birds of different colors. To be able to write a good letter and to be able to recognize a good letter when written by others is a double barreled kind of ability which few possess. Lack of it probably accounts for the failure of many a good piece of copy to get the required O. K. from a man who himself knows how to write good copy—and knows that he can do it, and has his own ideas on just how a piece of copy ought to look and sound.

About the same result can very often be obtained from several letters that look to be quite different. That is a peculiar fact about all copy. It is different from mechanics. The "one best way" of operating a lathe or of

building a machine may be found. Fixed rules may be followed. But who has yet discovered a mechanical formula for writing copy in the one best way?

Furthermore, two heads are seldom better than one in writing a letter. Patching up another man's letter may make it a better letter—or it may not. It is difficult to conceal the patching.

"Our tests show that patched-up letters, wherein the patching has not been done by the original writers of the letters, are not the letters that get the best returns," is the experience of one supervisor of correspondence. He emphasizes the importance of giving the correspondent the kind of fundamental suggestions which inspire him to write better letters *out of his own mind*. He discusses with a correspondent how a certain letter would probably impress the reader, and why. Then he asks the correspondent exactly what impression the letters ought to make, and lets him figure out his own way of making the impressions that ought to be made.

"Help them get the habit of seeing live concrete pictures of the results they want—not the ultimate action so much as the thoughts and feelings that lead the reader to take the desired action. This is important," he said. "It's one thing to know what you want the reader to do, but it's another thing to know just what thoughts and feelings will make him do it. You've got to get a picture, a real life-size picture of the *feelings* and the *thoughts* you want your reader to have as he reads your letter.

CORRESPONDENT'S THOUGHTS WRONGLY DIRECTED

"That's probably an old story," he continued. "But I know that it is a vital requirement in getting a man to write a letter that strikes fire. To think the thoughts of the reader as he reads and to feel his feelings—actually to do this—is the kind of brass-tack imagination we try to develop. And it can be developed. It's surprising how

much improvement a correspondent makes in his letters when he starts to develop this kind of imagination. For instance, here is a letter. The correspondent in this case was trying to get a dealer to see that a general reduction in the retail price of our entire line would be a good thing for all concerned. The dealer threatened to take on a competing line made by a manufacturer who protects his dealers." The letter follows:

DEAR MR. ———:

I believe that you will not take the action suggested in your letter of April 10 when you have carefully considered our reasons for the general price reduction.

Will you kindly read again our full statement of the case? Another copy of our report, which was sent to all of our 6,000 dealers, is enclosed for your convenience.

I have checked the items in this report which I wish you would especially consider. After you have done this, please let me hear from you again.

It would be a great misfortune both to us and to you if you should decide to oppose this necessary step.

We thoroughly appreciate your past co-operation with us, and I think you will agree that we have always cooperated with you to the fullest extent—and that this action on our part is no exception.

Please read again the reasons for our action. Then kindly let us hear from you again.

Yours very truly,

"That letter caused the dealer to come back stronger with the same objections. It failed to make the impressions that ought to be made in such a case. The writer had his mind on the *action* desired, rather than the thoughts and feelings that would most likely lead the reader to favorable action. What are these thoughts—or these feelings (whether there is any difference between thoughts and feelings, I don't know nor do I care very much), but what are the thoughts that would most probably get favorable action? I asked this correspondent that question. We discussed it pro and con.

"First, we thought that this dealer really felt that the price change would be a bad thing for him. Why? He was sold tight on the high quality of our prod-

nct. We knew that. He seemed to think that price cutting would be inconsistent and would cheapen our goods in the eyes of his customers. He also had a small stock on hand bought at the old prices. He probably magnified his loss. His record shows that he is really a good merchant—able to get a good price for good merchandise. He was probably sincere in his threat to drop us, although our line is the best one available for him in his town.

"That is the way we started to think how this dealer was thinking. And after we had put ourselves in his place as best we could by using all our knowledge of him, we figured out the *thoughts* we wanted him to think.

"We wanted him to feel that he would make money by the change, that he would make a mistake in taking on another line under the conditions, and that we had his welfare in mind as much as our own when we decided on reducing prices. With these impressions in mind, this same correspondent wrote a different kind of letter in a somewhat similar case."

The letter follows:

DEAR SIR:

Your stock of ——— is now low, yet you have a big investment at stake. You helped us build up a most satisfactory trade in your territory. It has cost you considerable time and money to get it. We realize this, and we are of course as desirous as you are to take the fullest advantage of this big asset.

You have created a lot of good will for ———. And our goods have backed up your efforts. If your objection, as stated in your letter of April 16, were based on poor quality or poor service on our part—that would be serious. Your trade wants good service, first of all. They get it. They know it. Will they be opposed to paying less for *good* service?

Price is really a part of our service. If we are satisfied with less gross profit and if we can reduce the cost of production, as we are doing, and yet improve the product, as we are doing right now, we feel that it is good business on our part to use this competitive advantage to secure greater volume—and greater net profits—both for ourselves and for our dealers.

You sold \$3,450 worth of ——— during the past twelve months. At the new prices, backed up with even a better product, your sales will probably double this amount during the next year—giving you relatively more than double last

year's net; for your trade is established and our expense of selling will remain about the same.

I need not point out these advantages to you. But let me repeat two or three facts covered in the special circular.

The rest of the letter summarizes this manufacturer's reasons for lowering the prices. It does not take for granted that the dealer had read the circular on this, nor does it refer again to that circular. But the first page of the letter above quoted, shows how this correspondent wrote when he *knew* the impressions he wanted to make. That this letter put the right thoughts or feelings into the reader's mind must have been the case, because this dealer, although he did not directly reply to this letter, sent in an order the size of which suggested that he thought the lower prices would help him get much more business.

INDIVIDUAL RESPONSIBILITY ENCOURAGES RESOURCEFULNESS

This supervisor of correspondence finds that he develops his writers best by getting them to think out for themselves, the thoughts they want each addressee to think. He gives very little time to form or to just how the correspondent ought to arouse the thoughts he wants a reader to think. He gets the best results from letting a correspondent take full responsibility in writing any letter.

He reads a portion of all the outgoing mail, but seldom holds up a letter. He makes a note of letters which look bad and then waits for the results to come in before he takes up these "bad" cases with the correspondents. His men know this, and they know that each letter they write will go out. He has found that it is better to let the correspondent know that if he writes a poor letter, it will go out. At one time he stopped all "poor" letters. But that plan seemed to cause the men to feel less responsibility. Furthermore, he says that it is difficult in many cases to see in advance that a letter is going to fail. But after a letter has failed the writer is always open to sug-

gestions. This supervisor feels sure that the advantages of this plan outweigh its obvious disadvantages.

This man trains *all* who write letters for this concern, including both high-up executives and order clerks, as well as those who specialize on sales and general correspondence. A *good* salesman, who is thoroughly alive to the impressions that letters make upon readers—who is constantly whetting his keenness as a critic of letters by specializing on this job every day—such a specialist can help the high-up official as well as the fellows lower down the ladder. If he can't do this he is probably not the right man for the job. This is the opinion of the president of the company mentioned above. He bases his statement upon the sound promise that *every* letter written is open to some improvement, and that there is no limit to the improvement that *any* man can make in the letters he writes.

That is the creed of a good trainer of correspondents. His job is primarily to make good letter writers write better letters. He helps make good letter writers *keep on* improving largely by making them realize the possibility of endless improvement. He points out specific improvements only when he is sure of his ground. His job is mainly inspirational—inspiring the desire for *constant* self improvement. This accords with the experience of several other correspondence supervisors. The tendency of good letter writers to feel satisfied with their efforts is a strong one.

As in nearly all educational work, the best results come from teaching the *fundamental* ideas that underlie successful work. Giving his "students" the right attitude toward the art of writing effective letters is one of the supervisor's chief aims.

"First think the thoughts and feel the feelings you want the reader to think and feel. Then make him think and feel that way about it. Then you'll be likely to get the action you want."

That is the keynote to this man's method of training. He said that when you know exactly the impressions you want a letter to make, they are nearly always the impressions that you ought to make. "Then—but not until you do know exactly the thoughts you want the reader to think—it's not so hard to write a good letter.

"This is what we call thinking salesmanship. The successful letter writer has got to be that kind of a thinking salesman. And he can train himself into it. My job is to see to it that he does develop this fundamental habit of planning definite impressions before he writes and that he keeps on developing more and more of it."

Thus this trainer's experience impresses the fact that training correspondents—actually training them to write better and better letters—is, first of all, a job for a good salesman.

Telephone Company's Advertising Relieves Congestion

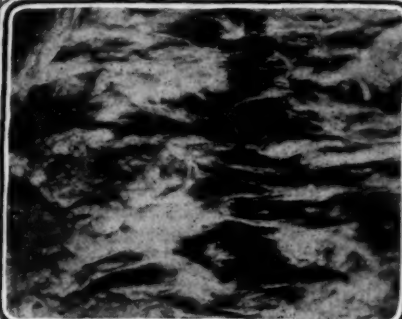
The Bell Telephone Company during the street railway strike in Toronto advertised daily urging the public to make only the necessary telephone calls and thus do their bit to relieve the congestion caused by the tremendous increase in shopping and business calls that supplanted personal calls during the strike period. The advertisements were effective and are just another instance of how easy it is to get the public to co-operate when approached rightly and with common sense.

Osborn an Officer in Barton & Durstine Agency

Alex F. Osborn, formerly the active head of the E. P. Remington Agency, Buffalo, has been elected vice-president of the Barton & Durstine Co., advertising agency of New York. Mr. Osborn will remain in Buffalo, where he will open and conduct an office for the company. After August first the name of the agency will be changed from the Barton & Durstine Company to Barton, Durstine & Osborn, Inc.

H. Mathies Leaves Bannon Brothers

Henry Mathies, whose "National Advertisers' Week" created quite a discussion recently in *PRINTERS' INK*, has left Bannon Brothers, of St. Paul, and is now advertising manager of Cornell & Baer, of Minneapolis. Before going to Bannon Brothers, Mr. Mathies was advertising manager for the Minneapolis Dry Goods Company.



Foldwell Fibres Under the Microscope

The Reason Why

The reason Foldwell does not crack or break when folded with or against the grain is the unusual length and strength of the fibres which make up the body of this paper.

The illustration is a photograph of Foldwell fibres pulled apart under the microscope. Longer, stronger fibres than are found in less efficient papers are the secret of Foldwell success. Foldwell is the basis of thousands of direct mail advertising successes.

To insure your direct mail against the abuse of the mail bag, specify the genuine original Foldwell. It's guaranteed. There is no substitute.

Get "Paper As a Factor in Modern Merchandising."

A request on your letterhead will bring this new book to you. Brim full of ideas. Write today.

CHICAGO PAPER CO.

837 S. Wells St.

Chicago, Ill.

Foldwell
TRADE MARK

BAUMER MOTION PICTURE

Motion-picture Advertising is the most progressive expression of logical subtle form of publicity salesmanship in existence.

BAUMER FILMS represent the highest type of motion picture art—

They reflect the brains and experience of the Baumer organization of trained motion picture specialists.

They bring out business essentials.

They drive home vital facts.

They interpret the spirit of the business with which they deal.

A story of powerful human interest, woven from your ideals tells the story of your business as *you* want it told to the very people to whom *you* want to tell it.



PUBLICITY SERVICE

"The Medium of Infinite Possibilities"

CIRCULATION

Your opportunity to reach millions of buyers in the United States and foreign countries.

BAUMER FILMS National-Theatre distribution is bona fide, proved—"pay after you get it"—circulation.

A complete film campaign—laid out like the biggest national advertising campaign, with full dealer—follow up, poster and newspaper publicity. Each phase handled by a recognized expert.

Aside from the countless high class motion picture theatres with which **BAUMER FILMS, INC.**, is associated, all other important available channels of distribution are at your service. This means service in colleges, technical and agricultural schools, public libraries, public institutions, settlement houses, missions, state granges, chambers of commerce, boards of trade, educational, scientific and trade conventions, factories, welfare organizations of corporations, fraternal institutions, etc.

Advance notice of bookings always supplied.

OUR GUARANTEED SERVICE is backed by our name, business reputation and financial responsibility.

The opportunity to properly present our service before you will be appreciated.

BAUMER FILMS, INC., Six West Forty-Eighth St., New York City
N. J. Baumer, President

EXCHANGES

Atlanta	Boston	Cleveland	Detroit	Kansas City	New York	Pittsburgh
St. Louis	Baltimore	Chicago	Denver	Indianapolis	Milwaukee	Omaha
San Francisco	Washington	Minneapolis	Philadelphia	Seattle		

SERVING 750,000 MEMBERS

Advertisers:

"ASSOCIATION MEN" is read by 2,700 purchasing agents who every year buy \$13,000,000 worth of supplies and equipment to serve 750,000 Y. M. C. A. members.

This is a powerful clientele to whom your message will carry great weight.

Remember "Association Men" is the official monthly organ of the Y. M. C. A. and enthusiastic Y. M. C. A. secretaries read this publication regularly and on principle patronize its advertisers.

Rates and full data showing the most effective and complete service ever offered advertisers by any publication, will be sent on request.



347 Madison Avenue, New York
Western Office; 19 S. LaSalle St., Chicago

What Manufacturers Can Do to Develop Clerk-Interest in Their Products

Growth of the Educational Movement

By Wm. R. Hotchkin

For Ten Years Advertising and Sales Manager for John Wanamaker

IF there is one thing more than another that marks the difference between retailing to-day and the conditions existing ten or fifteen years ago, it is the attitude of merchants toward the education and training of their salespeople.

In the old days, Selling was the one trade that a man or woman was supposed to know by *instinct*. When a person had no trade and wanted a job, he or she applied to a store and was put behind a counter. According to precedent and practice, the new clerk was supposed to "pick up" everything that it was necessary to know about the merchandise and selling it. Being descended from a monkey, he or she was supposed to see what the other salespeople did and do the same thing.

Sometimes—not always—some other clerk would be told to "show him through," and in fifteen to twenty minutes the new clerk was supposed to know all about it, and he had to plunge in and wait on customers as best he could. When he got stuck, he asked questions, if he had the nerve, and the other clerks were sympathetic. If he was backward and the other clerks enjoyed the hazing process, he soon quit asking questions and tried to bluff it through. The wear and tear on customers' patience formed the chief feature of his education, and the real genius became a clever salesman, while the ordinary man or woman became eventually an ordinary clerk, able to serve customers who knew what they wanted—wanted it badly enough to fight until they got it, and were able to tell the ignorant clerk how to give it to them.

In any other trade or profession a certain amount of apprenticeship, or training, was necessary for a man or woman to undertake to do a job. The apprentice had to be put in charge of a journeyman for a good long period before he could tackle a job by himself; but not so in selling goods. That was too simple to require training—because the customer had to suffer and the merchant didn't realize what it was costing him.

THE BEGINNING OF THE WANAMAKER SALES SCHOOL

But there were intelligent merchants of course. They found a way to instruct their salespeople, but didn't call the work education. Among the first to tack a name on the work of training was John Wanamaker, and he went the limit right at the start. He knew that salespeople should be trained and he didn't stop at the halfway station. In 1896 John Wanamaker organized the John Wanamaker Commercial Institute, to give common school education to the boys and girls who couldn't go to school because they were working for him. In 1908 this plan was elaborated upon by the pretentious organization of The American University of Trade and Applied Commerce—teaching academic branches and many kinds of manual training, and yet not teaching the vital things about merchandise and selling.

Perhaps it was because John Wanamaker said so much about his training schools that the idea finally began to command the interest of many other merchants and executives. They perhaps realized why certain shortcomings

existed in their store forces because he said so much about why his employees were better trained than others. One by one, stores began to make educational endeavors, more or less practical, but not largely resultful.

Then one day a clever woman in Boston conceived the idea of teaching practical salesmanship. She had no thought of teaching English or mathematics — she wanted to help salespeople to serve their customers more helpfully and more satisfactorily. The wonderful work of Mrs. Prince laid the first straight and solid road for technical education in practical salesmanship.

She taught salespeople to know their merchandise—to understand their customers—to attain a proper attitude toward serving them, and she reduced to exact formulas the common courtesies of approach, information, exhibition and closing the sale.

Today many of the larger stores of the country have well-organized schools of salesmanship, and more are being organized all the time. Having been so well proven by progressive stores that education and training of the sales force *pays*—that it costs so little and multiplies the selling abilities of the people who are trained—education now commands the attention of all far-sighted merchants.

MODERN SALESMANSHIP IS DIGNIFIED AS A PROFESSION

But educational development is now going another far step forward. While it pays to establish individual schools in individual stores, it is now widely recognized that training in salesmanship should be a co-operative or a public affair. Today Salesmanship is recognized as a real profession. Its opportunities are far more broad than those of bookkeeping, stenography, or any other commercial or industrial work. The importance of good salesmanship as a public service is also beginning to be realized. So public-spirited men and women realize that it is quite as important to teach young folks the rudiments of selling as it is to teach them

geography and algebra. The movement to establish Salesmanship as a branch of training in public schools is gaining large headway. Boston, Providence and Baltimore are among the cities that have already established such courses in their public schools.

The big retailer is progressing in his educational work, and the public is benefiting, as well as the dealer. The small retailer, who cannot afford to establish a school of his own, must rely upon the development of public school assistance.

The manufacturer's interest in this subject of Education is many-sided. First and foremost, he will realize that better salesmanship will sell more of his product; so he must foster the idea wherever possible. He cannot establish the schools, but he can use his influence, not only in his own community, but, through local dealers, in many other communities, to get salesmanship courses established in public schools. He can, by his advice and suggestions, largely direct the training into proper channels—to make it more practical and efficient.

The manufacturer, through his trade organizations, should foster a propaganda, developed by intelligently compiled literature, showing the wisdom and benefits of establishing salesmanship courses in public schools, and have this literature mailed weekly to all the merchants in the United States. It should be in form that will present the matter intelligently and interestingly to school boards, when handed to them by the local merchants. It should show how better salesmanship will create a better service for the people of the community, as well as the advantages that it will confer upon the pupils who learn this useful and profitable vocation.

In the meantime, there is a vast amount of educational work that the manufacturers must do, if they would increase the sale of their individual products. The trained demonstrator has long since proven her worth in multiplying the sales of certain commodities—not only by her own

First

In six months of 1919
The New York Times
published a greater
volume of advertise-
ments, and recorded
a greater gain than
any other New York
newspaper.

individual selling; but by her value in training the local store people to talk the goods as she does and thus be able to do the work with similar efficiency when she goes on to another store.

But every product manufactured is capable of larger selling *if the right educational work could be done for it*. Whether it be simple or complex, the great handicap to larger selling is that *the salespeople do not know what to say about it* when presenting it to their customers.

Salespeople use "foolish talk" about goods, only because they *do not know the right things to say*. They *must talk*, but nobody tells them what to say. The dealer often doesn't know, himself, and if he does, he hasn't the time, he thinks, to teach everything about a thousand different articles.

The manufacturer must find the way to teach salespeople in thousands of local stores *what to say about his goods* and how to show and sell them.

The local dealer is each manufacturer's local store. You can't get away from that fact. It may have a dealer's name over the door, but it is the manufacturer's distributor, and if he would increase his sales *he must improve the salesmanship* in respect to his own goods.

THE MANUFACTURER'S OPPORTUNITY

There are a number of ways in which this can be done. The best way is to send demonstrators, personally, on tour of the country; but that is slow, costly and impracticable for most manufacturers. Another way is to prepare a newspaper, or a magazine, about the commodity—how it is made—why people like it—how they use it—how to talk about it and sell it—with interesting and helpful illustrations. Then find the way to get these magazines regularly into the hands of every salesperson in every store in the country that sells the goods.

Another good educational plan is to teach better sales methods through the medium of business paper advertisements. A whole course of instructions can be very

effectively presented in a series of such advertisements. An interesting example of this kind of trade copy is the E. C. Atkins & Company, Inc., advertising which has been running for some time and was recently described in **PRINTERS' INK**.

Does that sound like a big job?

It is not small, or easy, but it is feasible, and it will be profitable to do it. Moreover it will neither be as costly nor as hard to do as you may think.

A letter sent to all dealers, telling what you want to do—explaining that the magazine will help to educate the salespeople—that it will not knock any other product—that it will be filled with good educational matter for general salesmanship (and then *making that true*), asking him how many people he has who sell the goods; so that you can send him the proper number each month for him to distribute. And you will get it done in most stores.

In large stores, of course, you will want to mail this batch of magazines directly to the manager of the department selling the goods, for him to distribute.

If one store out of five would distribute your magazines, it would multiply the sales of your goods. And a far larger percentage than that will do it gladly *if you put out the right kind of a magazine*—one that the clerks and the firm will take an interest in. And it can be produced readily and without great expense.

You can also create prize contests and individual correspondence from the salespeople and the merchants—thus arousing large and direct interest in your goods.

You can also use this medium to show the dealer how to display and advertise your goods. When dealer and salespeople are reached regularly with this kind of selling help—this powerful educational matter—the sales of your commodity are bound to increase, and if they increase in several hundred communities you will find it enormously profitable to do the work. If they increase in thousands of communities, it need not be unexpected.

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Copyright by Clinedinst

**Japan, not Russia
made the first move toward Peace**

For the first time it is revealed that the Mikado and not the Czar asked Roosevelt to start peace negotiations between Russia and Japan.

**"Theodore Roosevelt and His Time"
Shown in His Own Letters**

Compiled by Joseph Bucklin Bishop

is the most important magazine feature of the year, for it is the story of American national life from 1882 to 1918. It is founded on the Colonel's personal files and those kept while he was in the White House—150,000 letters, many of them State secrets until now, all of them showing the overflowing might and humor and cleverness and courage of the man who was our President. "They are not merely like his talk, they *are* his talk," says Mr. Bishop.

Appearing as a series starting in

SCRIBNER'S
for September

Advertising forms close July 30

One of the Quality Group



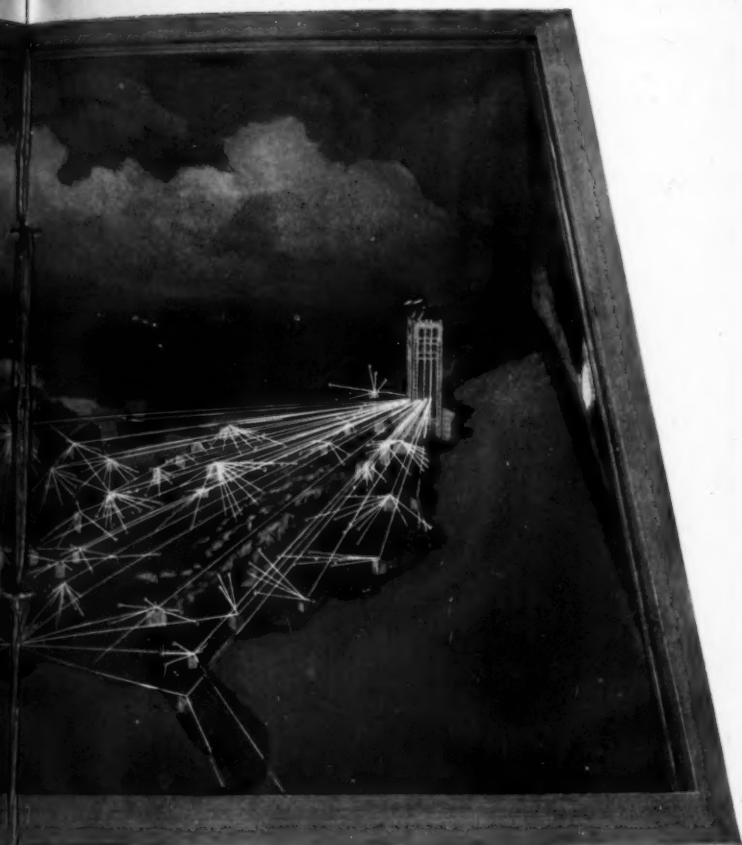
THIS miniature relief map visualizes the largest advertising organization in the world. Each building on this map represents an office of this organization, including complete Sales and Service facilities.

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STREET RAILWAYS ADVE

CENTRAL OFFICE
Borland Bldg., Chicago

HOME OFFICE
Candler Bldg., New York



CUTS BY NEW CENTURY COLOR PLATE CO. N. Y.

Each unit is a concentrated center for intensive advertising. This nation-wide network of organized centers, presents to the National Advertiser, possibilities for intensive development, not duplicated by any other advertising medium.

S ADVERTISING CO.

OFFICE
Bldg., New York

WESTERN OFFICE
Monadnock Bldg., San Francisco



BUILDERS *of* AMERICAN BUSINESS

JAMES A. MCGUANE, VICE PRESIDENT
OF THE SALADA TEA COMPANY

"Efficiency, service and vision are three terms often applied just now to business, and, it seems to me, they are particularly adaptable in describing SYSTEM. As a subscriber to both magazines, SYSTEM and FACTORY, I have been greatly interested in their clear, forceful and practical exposition of these ideas in all lines of commercial life."

James A. McGuane

NUMBER CLXXIV in the series of portraits of readers of SYSTEM

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Institutional Advertising Should Be Built Step by Step

The Experiences of the Big Packers in Overcoming Prejudice

INSTITUTIONAL advertising often has to be more persistent, patient and long suffering than any other kind if it gets its message over.

This is so because people are inclined either to resent, or to refuse to be interested by advertising that has as its theme the greatness, the excellence or the honesty of the advertiser. People prefer to decide for themselves whether a house's policy is correct or its prices fair. They know merchandise pretty well these days—much better than the average advertiser gives them credit for. If therefore the advertiser will tell them what he has to sell and how much he wants for it—give the news about his product, in other words—they then will judge as to the soundness of his position and decide as to whether they want to buy from him.

Generally speaking, any advertising message based upon an appeal other than that of price, quality and service—more particularly price and quality—is going to have fairly hard sledding. The retail mail-order people know this. You never hear them bragging about their greatness or their wonderfulness. They show the people they have standard merchandise for sale at fair prices and let it go at that. This is enough. Retailers, as has been said several times in *PRINTERS' INK*, have not yet reached the point where they are ready to yield their fortunes unreservedly to the judgment of the people.

But when the price of your product is undeniably high, when the people are restive under the frequent increases, when instead of talking price you have to go into a long detailed explanation as to why your prices are so high, then you are in for all sorts of trouble. This at first was the experience of the packers.

Swift & Company put an advertisement in various small town dailies telling of the extremely low gross profit they gained on their investment. An effort was made to show the people that the actual meat taken from animals was sold back to the people at substantially no profit at all—or even at a loss, and that the company made its profit on the hide, the hoofs, the horns, the entrails and other parts not eaten.

This advertisement and the next two or three in the series were received in many quarters with incredulity, because of the adverse feeling which Swift had allowed to grow up.

AT FIRST PUBLIC DID NOT BELIEVE

"Some of these advertisements," said Arthur D. White of the Swift Company, "were returned to us by readers of newspapers, in various parts of the country with such messages as, 'Save your money; don't waste it on lies,' 'Rot, wouldn't believe this in a million years,' and other expressions, some worded in such a way that they should have been barred from the mail. Needless to say, these were anonymous.

"But quiet persistence in hammering home essential facts of the business, long-dwelling on the extremely narrow margin of profit in handling the meat foods, dwelling on the essential fact that we are doing a business that returns to the live-stock producer approximately ninety per cent of the money received from the sale of the finished product, leaving only ten per cent to cover cost of manufacture, sales, freight, and profit, is beginning to have its effect.

"Today when exception is taken to some statement in an advertisement of Swift & Company, the objector usually writes direct either to the local branch or to our general office, saying he does not

believe that such a statement conforms to facts, and giving us an opportunity to clinch the necessarily brief statement which we have made in our advertisement.

"The packing industry has a big business story to tell. Swift & Company is telling its share of that story in its series of advertisements now running in the daily newspapers, and is trying to tell it as efficiently as it conducts its business in other lines, with no bombast, and a strict adherence to fact."

Mr. White frankly admits that the packers are themselves greatly to blame for the country-wide feeling that has grown up against them. The feeling grew because the people did not understand. The packers were busy at their big development and perhaps did not care what the people thought.

"They considered their business," said Mr. White, "as their own personal affair. The small corner butcher shop or the country meat-wagon of the early years needed no institutional advertising. The packing industry grew out of the old butcher business. The products were advertised because advertising cheapened sales cost by increasing the volume of output. But this very advertising brought also another effect that was not so beneficial later. It meant growth and expansion of business and buildings. With this came a search for reducing cost margins, so that wholesale meat prices might be kept down and right here came about the development of the by-product.

"It is this by-product industry which has lifted the early day 'butcher business' into the ranks of the packing industry. The necessity of keeping cost margins close, developed the fertilizer business, the soap business, oleo-margarine manufacture, and the produce and canning ends of the packing industry.

"Because economy of operation demanded that livestock be slaughtered in centres adjacent to the country in which it was raised, some means had to be devised for the shipping of dressed meat. This

brought about the development of the refrigerator car. When the railroads refused to furnish these and their necessity became marked, the packers built them for themselves.

"Thus the packing industry extended its ramifications. When the service rendered at the stock yards became so poor that cattle men appealed to the packers, the packers organized companies and took them over in order to give efficient service to the live-stock producer.

"When the live-stock producer complained that his bank would not accept his cattle paper, cattle loan companies were formed, and the value of this same cattle paper quickly made manifest, so that today it is a gladly accepted commodity in any bank.


"And then came the result of bigness, largely contributed to by advertising. 'The packer seeks control of the world food market!' No petty politician seeking office in rural districts could find a more popular slogan, and the packer, knowing in his own mind that he was doing nothing of the sort, went calmly on his way paying no attention to what he regarded as something extraneous to his business.

"The attacks continued and grew to the point where, from the very nature of things, they threatened the existence of the business. Then, and then only, did Swift & Company decide to take the public into its confidence and tell, in a series of advertisements, the history of the packing business as exemplified in its own forty years of existence."

ARMOUR'S INSTITUTIONAL CAMPAIGN

The publicity department of Armour & Company approaches institutional advertising as pretty much of a news proposition. Armour says it regards the people as fair and as willing to do the right thing. Therefore the people should have the truth even though a long advertising road must be traveled before the truth gets over.

There is plenty of news in the meat packing business—a few big



Visualizing Oklahoma as Your Market

Send for Trade Survey

Oklahoma is rich in resources vast and varied.

The biggest crops in history are being harvested at record prices. The fabulous production of oil continues.

Oklahoma as a state is a youngster. Everything is new and modern. This is a rich and responsive market.

We have compiled an accurate and comprehensive trade survey and analysis of the Oklahoma market based on the state's fourteen chief trade centers.

This information intelligently charted will help you enter the rich Oklahoma market.

Send today for "*Visualizing Oklahoma as Your Market*." Free to Advertising and Sales Executives. Price to others—\$2.00.

The Oklahoman and Times

Oklahoman Building, Oklahoma City

Represented by

E. Katz Special Advertising Agency

New York Chicago Kansas City San Francisco

MEDUSA WATERPROOFING



Bridge over the Delaware River, Pennsylvania, shows Medusa Waterproofing in concrete.

"Are You Sure It Will Remain Stainproof?"

When the contractor wants to know about the ability of Medusa Waterproofing to keep concrete waterproof and stainproof—
Look him squarely in the eye and say: **"YES—ABSOLUTELY."**
You needn't have to quibble or hedge or qualify when you're recommending Medusa. You KNOW.

MEDUSA
WATERPROOFING

It fills pores in concrete work about half an inch deep, forming a waterproofing film. It's mixed in with the sand and the cement when the concrete is placed. It gets right down into the pores of the concrete—makes it watertight strength and through.

Medusa Waterproofing prevents concrete from being stained by water, oil, acid, alkali, etc. It keeps concrete from being stained by water, oil, acid, alkali, etc. It keeps concrete from being stained by water, oil, acid, alkali, etc.

Drop in a postcard and say "Send me your dealer nearest The Medusa Corporation." You'll get it.

THE SANDUSKY CEMENT COMPANY
Department 5 Cleveland, Ohio

Also Manufacturers of Medusa White and Medusa Gray Portland Cement. Patent Pending.

THE SANDUSKY CEMENT COMPANY

Full page copy
for this advertiser is appearing
in each issue
of

BUILDING SUPPLY NEWS

and you will be
interested in the
story back of it.

This account is cared for by the Cleveland office of the H. K. McCann Company, whose thorough-going methods are widely acknowledged. It is all the more to their credit—and to ours—that they had a personal canvass made among building supply dealers before they would even consider the use of BUILDING SUPPLY NEWS for this advertiser.

Hence—it is all the more gratifying to know that this is the only publication being used to "tie up" "MEDUSA" products advertising with the dealer—the court of last resort.

We are ready and anxious to help advertisers and advertising agencies to gather information relative to the sale of any kind of building products as well as the use of any kind of labor-saving equipment in this field. We invite investigation.

BUILDING SUPPLY NEWS

610 Federal Street - - Chicago

An independent publication—but officially
endorsed by the National and various State
Dealer Associations as "THE DEALERS'
PAPER."

stories. Some reach the public through the news columns but do not always give the full facts that deal with an industry in which millions of food consumers are directly interested. So Armour presents its messages, giving details of its relations with the public, the problems that must be overcome, the elimination of waste, encouragement of livestock production, facts about the price of meat, feeling confident they will be read with interest.

One news advertisement discusses the important subject of "Why Armour cannot fix the meat prices."

The public is told in a friendly way how the retail demand for fresh meat varies and prices fluctuate in consequence.

"A sudden wave of intense heat," the advertisement says, "a severe blizzard which blocks roads and makes transportation difficult; heavy receipts of fish or game; local-killed meats coming on the market in small communities—all or any of these factors have a marked effect on the demand for fresh meats. Branch house managers must—because storage facilities demand it—dispose of their stock each week so far as possible. This often necessitates selling below cost."

This is something that the public ought to know even if it has to be paid for at advertising rates.

"This effort of ours to tell the essential news about our business," said William Laughlin, of Armour & Company, "necessarily extends to the producer, the retailer, the consumer and the laborer. Each of these classes is interested in the packing industry in an individual way. The grievances of each, if there are grievances, are peculiar to that class. The consumer is interested because of what he has to pay for meat, and so on. Each class requires individual treatment. But we are frankly and openly putting our case squarely up to all parties who are interested. We let all know the entire story as we tell it to the rest. In this way we show each how our obligations to him must combine with

our responsibilities to the other involved.

"Naturally our efforts at first were greeted with skepticism. But this is not so remarkable when one considers that it took a long time for the prejudice to form itself. You can't expect to overcome the effect of years in one or two advertisements. We kept at it and are keeping at it. As a result the sentiment is turning the other way around.

"A great many inquiries are received from all parts of the country from all classes of people who have read our news stories in the paid advertising space. These ask for further information upon certain details of the packing industry that are mentioned in the advertisement. Everyone of these letters is answered promptly and patiently and often at considerable length. This is done on the theory that the public is entitled to know all the facts.

"It certainly would be an illogical proposition to spend money in publishing broadcast certain facts about our business and then fail to give the most efficient kind of attention to any inquiries that may be received. We have no means of knowing many times the connection of the person who writes us for information. He may amount to very little so far as influence goes but he is one person. We believe in giving the closest kind of attention to the smallest details. Institutional advertising is something that must be built up patiently and steadily step by step. When it is built as it will be the people are going to know the truth about the packing business. This is something worth working toward even though it may not come in a hurry."

F. H. Little, vice-president of the George Batten Company, has been elected chairman of the Association of New York Advertising Agencies for the coming year. The other officers elected were: vice-chairman, Frank Finney, Street & Finney; secretary-treasurer, W. T. Mullaly, Maclay & Mullaly, Inc. W. B. Ruthrauff, of Ruthrauff & Ryan; E. M. West, of Calkins & Holden; M. P. Gould, of M. P. Gould Company, and J. A. Hanff, of Hanff-Metsger, compose the executive committee.

Uncle Sam Registers Trade-Mark For Liberty Motor

Government Sets Precedent for Preventing of Deception Upon Purchasers

THE month of June witnesses the first appearance of Uncle Sam in the rôle of a full-fledged trade-marker. On February 11, 1919, the United States Patent Office served notice on the public in the customary manner that unless opposition developed, it was proposed to issue in the name of the United States of America a certificate for the exclusive use of the word "Liberty" as a trade-mark for internal combustion engines. No contest having operated to postpone registration, the Government takes title to "Liberty" as of a June date.

Not only is this the first instance in which our national Government has sought protection by trade-mark registration, but the innovation is hailed as particularly interesting because the trade-mark was registered solely with the idea of preventing deception rather than through any desire to profit from its use. Broadly speaking, the United States has no desire to exploit the word "Liberty" to its own selfish ends, though it has sold Liberty-motors to several European governments. What the Government does desire to do is to prevent the use of "Liberty" on automotive products in a manner to mislead the public or create an erroneous impression that privately marked products were the fruit of the Government's war-time invention and experiment.

When the "Liberty" application was received at the United States Trade-Mark Division, there were raised certain questions as to the propriety of registering the mark in the name of the Government. Fortunately for Uncle Sam, the Government has in the person of Capt. William L. Symons, U. S. A. (Air Service), a specialist who prior to his entry into the military service was a United States

Examiner of Trade-Marks. He is accounted one of the foremost authorities in the country in this line. Acting in behalf of the United States Bureau of Aircraft Production, Captain Symons was able to find in the official records a number of instances in which foreign governments have been allowed to take out trade-mark registrations at the United States Patent Office. For example, the Republic of France has registered a link design in diamond shape as a trade-mark for cigarettes, and the Imperial Government of Japan has registered as cigarette trade-marks several very elaborate and artistic designs. The explanation of the action of the French and Japanese governments does not, however, show these powers in the same unselfish lights that obtain in the case of the American Government with respect to "Liberty." In Japan and in France, the manufacture and marketing of tobacco products is a government monopoly. The object of the trade-mark registrations cited is to insure to the registering governments all the revenue that may accrue from the prestige that they have given to their distinctive brands.

"SMILAGE BOOKS" A PRECEDENT

The precedent, however, before which all objection to the registration of "Liberty" had to give way was found in the fact that late in 1918 the Patent Office had issued a trade-mark certificate in the name of "The War and Navy Departments' Commissions on Training Camp Activities," Raymond B. Fosdick, Chairman. Oddly enough the article trade-marked in this instance was the so-called "Smilage Book," a book of coupons good for admission to the Liberty theatres. It was claimed that a common purpose was the incentive in both in-

Where there are
boys and girls grow-
ing up—there you
will nearly always
find

THE
PHILADELPHIA
RECORD

"Always Reliable"

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO
People's Gas Bldg.

NEW YORK
Fifth Ave. Bldg.

JOSEPH W. HARRIMAN
President
BRYAN L. KENNELLY
VICE PRESIDENT
FREDERICK PHILLIPS
VICE PRESIDENT
THOMAS B. CLARKE, JR.
VICE PRESIDENT
JAMES A. MOYLE
VICE PRESIDENT
CABLE: HARRIMAN

HARRIMAN NATIONAL BANK

FIFTH AVENUE and 44th STREET
NEW YORK

ORLANDO H. HARRIMAN
CASHIER
WILLIAM A. BURT
VICE CASHIER
MORTON WADSWELL
VICE CASHIER
WILLIAM B. HARRIMAN
VICE CASHIER
FREDERICK S. BROWN
VICE CASHIER
H. G. FORD
VICE CASHIER
W. B. BILLYNGE
VICE CASHIER

May 23rd, 1915.

Mr. Bernard Powers, Managing Editor,
The Magazine of Wall Street,
42 Broadway, New York.

My dear Mr. Powers:

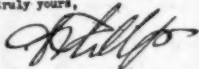
I feel that you will be interested in knowing that the interview with Mr. Joseph W. Harriman published in "The Magazine of Wall Street" has drawn forth many letters from people of standing, complimenting the expression of the views contained therein.

Mr. John T. Pratt of the National Budget Committee writes

"I read the article with great interest and am very glad indeed that it was published in the Magazine of Wall Street, for it is just the kind of an article which I am sure the readers of the Magazine will be interested in."

I am not editing the Magazine, but I would suggest for another topic the new investment field which is going to be offered to American investors in foreign securities. The subject is a broad one, and can be very interestingly treated by those in touch with international affairs of commerce and finance.

Very truly yours,



Vice President

WJ:d

More than 25,000*
people of standing
read each issue of
The
Magazine of Wall Street

Issued fortnightly at 42 Broadway, New York City

*A B C Audit Now Being Made

stances—a desire to safeguard the public.

From the standpoint of advertisers, probably the most interesting aspect of the new departure is found in the query, how extensive a monopoly can the Government establish in "Liberty?" The application in the Patent Office cites "internal combustion engines" as the article of commerce to be protected. But it is evident from late developments that the Government will contend that this is a very comprehensive if not elastic term. The use of the word "Liberty" on automobiles antedates the Government's appropriation of the name so that the issue of sole ownership cannot well be raised. But attorneys representing the Government have appeared before the tribunals of the Patent Office in opposition to the registration of the word for various classes of articles that might be held to be accessories or parts of an internal combustion engine. It is understood that a manufacturer of magnetos "quit cold" when warned that the Government claimed all the privileges in sight under its registration of "Liberty," but the "interferences" are evidently to be fought out by manufacturers of airplane propellers, spark plugs, etc., who are not willing to accept without protest the Government's broad interpretations.

This initial trade-mark registration on the part of the national Government, coming close on the heels of the presentation before Congress of a plan for patenting all valuable Government inventions and licensing them to private manufacturers, has started some conjecture whether the Government might undertake to license the use of the trade names created to designate the patented articles. However, the experience with "Liberty" seems to indicate that Uncle Sam may have trouble at times to prove the exact circumstances of a first use of distinctive name. To date, diligent search has failed to pin firmly upon any candidate the honor of selecting "Liberty" as a name for what was

to prove the pioneer trans-Atlantic motor.

Undiscovered Eggs

By S. E. Kiser

Deep in the loneliest wilderness
A sweeter note than ever was heard,
Where men seek money and women
dress,
May be uttered by some industrious
bird,
And, far from the city's unceasing roar,
Some bard who never has heard men's
praise
May sit in rags at his open door
And wait for the world to demand his
lays;
But what's the use,
If people never may learn to care
And men must forever be unaware
Of the songs that the bird and the
bard produce?

What if Marconi and Bell and Morse
Had been satisfied to sit down and
wait,
Believing that men, in their need, of
course,
Would seek and discover them soon
or late?
And what if Stevenson, Fulton and
Howe
Had viewed the wonders that they
had planned
And said: "We have finished our
labors; now
The public will find us and under-
stand?"
The world may still
Hunt out the genius who sits alone,
Doing nothing to make his invention
known,
But dollars to dimes that it never
will.

Men continue to fool themselves
By thinking that Worthiness cannot
fail,
And their goods get musty upon their
shelves
And their faith departs and their
hopes go stale!
We cheer the actor with quick applause
If others have lauded the part he
plays,
Or we sit and listen unmoved, because
No paper ever has given him praise.
There's little use
For a goose that lays golden eggs and
then
Does nothing by way of inducing men
To look for the nest of the silly
goose.

Barnett an Officer of Maclay & Mullally

Amos H. Barnett has been appointed a vice-president of Maclay & Mullally, Inc., New York advertising agency. Mr. Barnett was with the New York *Evening Post* for sixteen years. He obtained leave of absence from that paper to work in the advertising bureau of the Liberty Loan Committee. In the Fourth and Fifth Loans he was chief of the copy division.

"Ship by Truck" Made National Slogan

Firestone Installs Bureaus to Encourage Motor Transportation

By R. Y. Holmes

SIMPLY to win the good will of the automobile transportation man for itself as an organization, the Firestone Tire & Rubber Company has formed a special department with bureaus in all the large shipping centres of the United States, which will concern itself solely with getting business for the motor transport men and to boost the "ship-by-truck" idea.

The "ship-by-truck" bureaus are performing this service free of charge, and in their operation are running large-space copy in newspapers.

In a recent advertisement the following announcements to Philadelphia shippers and truck operators were embodied:

To Shippers

The Ship-by-Truck Bureau has a list of motor express companies operating in and out of Philadelphia, with a history of each organization, giving all the details as to the number and kinds of trucks operated, routes covered, schedules, kinds of loads hauled, etc. Call the Ship-By-Truck Bureau, Bell, Spruce 1140; Keystone, Race 261, for any information in connection with shipping by truck.

To Truck Operators

The Ship-By-Truck Bureau plans to work with the truck operators and to do whatever is possible to build up the Ship-By-Truck business. Shippers will be invited to try shipment by trucks as an experiment. The bureau works in an impartial manner, with the one idea of increasing shipments by truck, and will get more business for you.

A distinctive pictorial device—a moving wheel with the slogan "Ship by Truck" superimposed—has been adopted to identify the advertisements of the bureaus. Under it is the legend: "The Sign of Good Trucking Service; Manufacture — Operation—Maintenance."

The advertisement lists first of all the standard routes out of Philadelphia, running up to fifty-five in number, with distances and stops.

Next there is a list of motor-truck transportation companies operating out of the city on a daily schedule, together with the routes covered by each, addresses and telephone numbers.

Then there is a list of those operating on long-distance hauls by request to New York, Boston, New England, Buffalo, Pittsburgh, Harrisburg and Washington.

There is a list of companies specializing in the moving of furniture, household goods, pianos, etc., and finally:

A list of those "hauling anything—anywhere—at any time."

An important feature of the service from the viewpoint of the truck man is the obtaining of return loads. This is one of the heaviest boosters of overhead in the motor-transport business—the large number of cases in which the homebound truck fails to secure a load after a long-distance haul.

MORE BUSINESS, MORE TRUCKS, MORE TIRES, SAYS FIRESTONE

The Firestone object, of course, is apparent. By boosting the use of motor-trucks more tires are used up and must be replaced. The company makes no effort to obligate the truck men for its service in any way. It relies on its own size and importance, together with the effect of whatever good will it may develop, to obtain for itself a satisfactory share of the increased tire business which should result.

It is distinctly a campaign to increase consumption rather than to obtain business now held by others.

It has another significance, however, which emphasizes a vital weakness of the trucking companies as a class. This is their inability, up to the present, to ap-

South Bend Responds

NATIONAL advertisers find the South Bend market responsive.

This for two reasons:

First, the market itself consists of 175,000 intelligent, progressive Americans engaged in almost every line of human endeavor. Beside being the home of such manufacturers as Studebaker, Oliver and Dodge, the South Bend territory embraces some of the finest food producing land in the country—dotted with manufacturing towns. South Bend is the shipping center of an unusually well balanced market.

Second, the South Bend market can be thoroughly and completely covered by using one medium—the South Bend News-Times. This newspaper publishes morning, evening and Sunday editions. It blankets the territory with 17,000 daily and 18,000 Sunday circulation.

That's why national advertisers describe the South Bend territory as unusually responsive.

South Bend News-Times

Morning

Evening

Sunday

J. M. STEPHENSON, Publisher

Foreign Representatives

CONE, LORENZEN & WOODMAN

Chicago

New York

Detroit

Atlanta

Kansas City

preciate the necessity for standardized service and some guarantee of responsibility to the shipper, together with the necessity for proper advertising of this service and guarantee.

During the war, when the railroads and express companies were tied up tight with freight congestion, it was an easy matter for anybody who owned any kind of a truck to go out and get inter-urban business. The shipper argued that anything was better than nothing. As a matter of fact, in many instances, truck men did give better service than the railroads do even in normal times, and at reasonable rates. Numerous companies, with fleets of trucks, were organized on an efficient and scientific basis. They were, however, in the minority.

Now, railroad conditions are far better, with the result that shippers whom the truck men did not thoroughly "sell" on their proposition during their golden opportunity to do so have been going back to rail shipments. The well-organized companies have been able to hold their business, but the rule-of-thumb teamster, who bought as many trucks as he could lay his hands on in the golden period, has been pretty hard put to it to find work for his machines. Not even slashes in rates to points which, with proper cost-keeping systems, would show as heavy losses have been of great avail. In many cases they have resorted to the practice of hiring their trucks out to the wise organizations which "sold" their customers, and at prices lower than these companies could buy and operate their own trucks.

Of course, it is only a question of time before such conditions, if allowed to persist, will automatically eliminate many haulers, and in the process greatly decrease the total of motor hauling, and in consequence the sale of motor-truck tires. Therein lies the reason for the Firestone campaign to help those who were blind to methods of helping themselves. It is a question first of checking the loss of business and then of in-

creasing it. Newspaper announcements say that Ship-By-Truck Bureaus have been established in sixty-five trucking centres.

Look Out for "Sympathy" Appeal in Crediting Department

THE BOUR COMPANY,
GARDEN TRAS, HIGH GRADE COFFEES
TOLEDO, OHIO.

Editor of PRINTERS' INK:

We have been very much interested in an article in the June 12 issue, by Emmet Beeson, regarding co-operation between the sales and credit departments.

We are constantly endeavoring in our business to impress upon our salesmen that the goods are not sold until the money is collected. Due to customs in the grocery business, a large number of our remittances come by way of salesmen.

Regarding the incident which Mr. Beeson relates of the president taking a hand and writing the customers that the house had some big obligations that must be met, we wish to make a few remarks. In the first place, we would consider that the most unwise thing that a president, or anyone connected with any company, could do. We believe in keeping before the customer the fact that "you should pay us," rather than "we need the money."

In fact, for any one to make such a statement as attributed to the president, would be a very dangerous move if the conditions were true. It is not true, of course, as practically every recipient of the letter would know, and they would therefore be suspicious of that house from that time on. It is really none of the debtor's business what condition the creditor is in, and the debtor probably knows that the creditor can get all the money that he wants at the bank.

Personally, I recall several years ago that a certain large contractor wired our house: "Send one thousand dollars on account. Have heavy pay-roll to meet Saturday." Now, if the thousand dollars was due the contractor by us, he did not need to give any reason why we should pay, and especially should he have been careful not to make the so-called sympathy appeal.

In our collection work, we do not permit any such statement as Mr. Beeson attributes to the president to leave our credit department. As outlined above, we endeavor to prove to the debtor that it is his duty to pay us and never would we go to the point of writing him and telling him that our house was in bad shape financially and needed his help.

We would like to see more articles from time to time regarding the co-operation of the credit and sales departments because that is a subject on which it pays to exchange views.

H. T. FULTON,
Credit Manager.



There are hundreds of concerns which make articles used by textile mills. Many of these firms don't know that they have a potential market in the textile manufacturing industry which can be developed into a big steady outlet just as slick as rolling off a log. We're looking for a few of those concerns and it's right in our line to investigate their possibilities and recommend a definite plan.

Send for a copy of "Selling to Textile Mills" while the subject is hot.

Textile World Journal

*Audit Bureau of Circulations.
Associated Business Papers, Inc.*



BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE, NEW YORK

A Message from the N

THE WASHINGTON

Records Another Great
Gain for June, 1919

33464

Making our Grand Total
Agate Lines Gain

1,587,9



in the National Capital!

WASHINGTON POST

34643

**Agate Lines Gain Over
June of Last Year**

8,974

**For the First Six
Months of 1919**

The Washington Post

Washington, D. C.

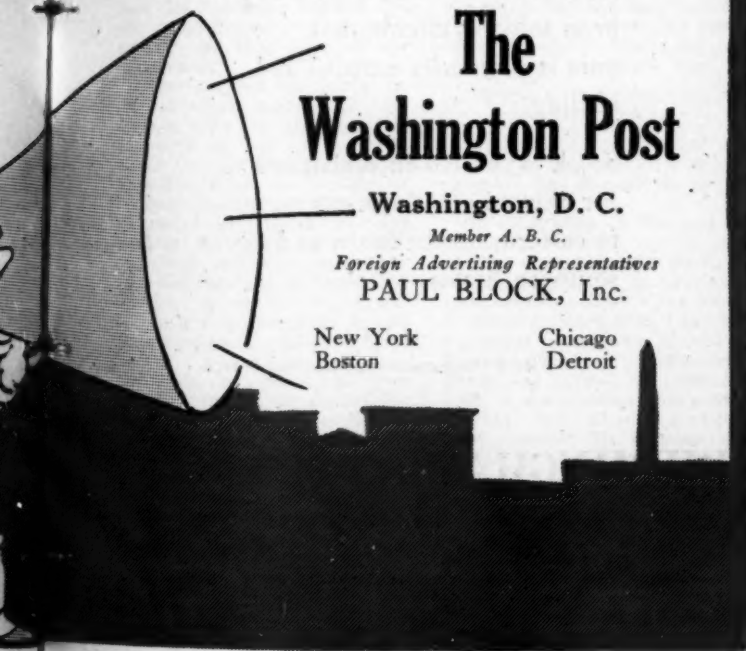
Member A. B. C.

Foreign Advertising Representatives

PAUL BLOCK, Inc.

**New York
Boston**

**Chicago
Detroit**



**The Bermingham & Prosser Co.
New York Sales Office is at
501 Fifth Ave.**

The men in charge are capable
of giving real assistance in
paper selection to

Advertisers
Advertising Agencies
Mail Order Houses
Printers

And as for *service*, why, we've
been told by clients that
ours is *unusually* helpful and
willing.

Stock is carried in Kalamazoo
for immediate shipment
to eastern, northeastern and
southern States.

Please communicate with nearest branch.

BIRMINGHAM & PROSSER CO.

Dependable Printing Papers for Every Purpose

KALAMAZOO

CHICAGO

NEW YORK

Advertising for Closer Contact

Full Co-operation with Labor Means Justice to Both Sides

By W. A. McDermid

Of the Gerhard Mennen Chemical Company

[EDITORIAL NOTE:—Leaders in advertising are giving thought and attention to the big problem of to-day—the relations between capital, management and labor. As PRINTERS' INK has often pointed out, there are many points where advertising and industrial relations meet on a common ground of fundamentals. The advertising man also, trained to think in terms of the other man's point of view, carries over into industrial relations this important contribution. We are glad to print the following informal remarks from the president of the Association of National Advertisers.]

IT is quite apparent that there must come a real revolution in the entire situation as regards the labor union and also unorganized labor. If certain elements of employers persist in adopting a Bourbonistic and autocratic position, the inevitable conflict can only result in injury to the entire country and both sides of the controversy.

If one analyzes the several individual efforts which have been made to solve this gigantic problem—such as that of the Ford Motor Co., the Endicott-Johnson Shoe Co., Filene & Co., etc., it becomes apparent that their basic weakness—irrespective of any local or individual success they may have obtained—lies in the fact that they are not based on principles or methods which can be universally adopted by all other concerns in the same labor market.

No one, of course, is wise enough to suggest the exact solution, but indications are that at least one step in progress would be the whole-hearted co-operation of employers everywhere in the creation of labor unions. This will, of course, strike the reactionary with horror, but it will surprise them to know the number of thoughtful, far-sighted executives who recognize that it is the relative weakness of the labor union as compared to the

vast body of unorganized labor and to the radical organizations, that constitutes the serious problem—if not a menace.

A perfectly sincere attempt to encourage the responsible unions to grow—a closer contact between their leaders and the employer—will not only accomplish the vitally important result of securing a basis of understanding and mutual respect. It will add the factor that when progress is made toward the solution of the problem, it will be genuine progress—recognized and made operative by all concerned, and not an occasional local or individual solution, either gained by force with the resultant cost and bitterness, or by a paternalism which while perhaps welcome *per se*, does not touch the fabric of the industrial order in any far-reaching or conclusive way.

ADVERTISING WILL HELP SOLVE MISUNDERSTANDING

Certainly no more hopeful way exists for arriving at a *modus operandi* than through the use of advertising.

An illustration of this may be pertinent. Not long ago the machinists' union printed in the *Newark Evening News* an advertisement attacking bitterly the policy of the manufacturer in requiring a physical examination of men as a condition for employment. There was a basis of justice in some of the argument, but a considerable part of it completely misrepresented the purpose and the results to be gained, much of it for the benefit of the men themselves, from the enforcement of the policy.

I waited in vain for the reply, and yet it would have been a matter of the most elementary simplicity for the heads of the shop in question to have prepared and signed an advertisement stating

the very good reasons why physical examination was required. The most simple and unemotional statement of the dangers of infection and the increases in industrial casualties, due to placing men with minor defects at dangerous tasks, all of which is so obvious to anyone who has considered the problem, would have put the matter clearly up to the public sentiment of the community and would, I feel very certain, have won the respect and confidence of all but the irreconcilable minority of the machinists themselves. As it is, this original advertisement has unquestionably left an impression of arbitrary and oppressive and unfair methods on the part of the employers, which the facts certainly do not warrant.

Sample Trunk Cuts Small Town Selling Costs

THE Elder Manufacturing Company, manufacturer of Tom Sawyer Washwear for boys, has established an auxiliary to its sales force in the shape of sample trunks. These little trunks, measuring about 12x15 and 10 inches deep, are sent to dealers in small towns not usually covered by the firm's salesmen. The method of operating is very simple and the plan found practical with satisfactory results.

The trunk is sent out only upon request. There is a slide on the top for the address card, which the merchant turns over when he is through with the trunk, and it is then ready to be returned to the company. When trunk is received by the company this card is taken out, the amount of the order entered upon it and it is then placed in a follow-up file.

It is the main purpose of the trunk to make it easy for the dealer to inspect the line and send in his order. When the trunk is opened the dealer first sees a folder giving the story of the line, full instructions as to shipments, an order blank, a stamped and ad-

dressed envelope and even a pencil. The booklet takes the place of the salesman's selling-talk and is designed to put the dealer in a buying frame of mind. With his curiosity thus aroused he naturally explores the contents of the trunk and finds that the entire line is illustrated by colored photographs of actual models, together with samples of the fabrics used and prices.

The company is very well pleased with the way this idea is working out, it being reported that approximately 95 per cent of the trunks sent out actually bring back orders.

Another Suggestion for the Safe Cabinet Co.

WESTINGHOUSE ELECTRIC INTERNATIONAL COMPANY.

EAST PITTSBURGH, PA., June 30, 1919.

Editor of PRINTERS' INK:

On page 122 of the June 26 issue of PRINTERS' INK I have observed a communication written by the Safe Cabinet Company relative to creating a trademark character. I have read with much interest your comments on this letter and it was my pleasure to have read the article also by Mr. Larned.

Fully realizing the difficulty which presents itself in the creation of a trademark figure, I was induced to give more than a passing thought to this letter. It is needless for me to follow the train of thought which developed with the exception possibly that it started with the present time and rather worked back over a number of years until there came to my mind a comic strip which was published some years ago in the newspapers, if my memory serves me right the *Bulletin* of Philadelphia carried the strip, the subject of which was "The Faithful Servant." I do not recall who the artist was, but the stories in the comic were illustrated by two characters, one a staid business man of rather prosperous build while the other, the faithful servant, was a rather tall, slightly round-shouldered individual, who usually arrived with some important message just about the time the boss was ready to enjoy himself, and spoiled many a happy party for the boss.

Now the thought which I have in mind is this: That the faithful servant was "always there," and this consequently suggested to me the whole phrase which would be as follows: "The Faithful Servant Is Always There." Using as an illustration this figure referred to.

Whether or not this will be of any service to the Safe Cabinet Company, I do not know, but I sent it along to you with a thought of co-operation.

BENJ. SOBY,
International-Publicity.

Sold an Entire Subdivision

¶ VISNAW & FRANCIS, Detroit Real Estate dealers, owned a subdivision called Lake Shore Little Farms, consisting of twenty-one acres and with a cash value of twenty-three thousand dollars.

¶ THE DETROIT FREE PRESS WAS USED EXCLUSIVELY IN ADVERTISING THE PROPERTY, AND WITHIN THIRTY DAYS the entire property had been disposed of.

¶ THE VALUE OF YOUR ADVERTISEMENT DEPENDS ENTIRELY UPON THE PRESTIGE AND POWER of the medium that prints it.

¶ What THE DETROIT FREE PRESS accomplishes for its advertisers is a matter of common knowledge. ANY ADVERTISER IS INTERESTED IN RESULTS ONLY and he can instantly appreciate how suggestive the experience of this Detroit real estate firm is when considering its relation to his own advertising investments.

The Detroit Free Press

"Advertised by its accomplishments"
DETROIT, MICH.

VERREE & CONKLIN, Inc.

Foreign Representatives

NEW YORK

CHICAGO

DETROIT

Smashing All Records!

During June The Corpus Christi Caller carried a total of

Local advertising..... 222,592 lines

National advertising..... 160,000 lines

Total..... 382,592 lines

A net gain over June 1918 of 225,000 lines

The Caller during the past months of March, April, May and June has shown a *greater gain in advertising than any newspaper published in a Southern city of less than 50,000 population.*

The net paid circulation of The Daily and Sunday Caller during June showed an increase of 21 per cent.

The Caller enjoys the good will and confidence of the people of Corpus Christi and the Texas Gulf Coast Section, and is the acknowledged newspaper leader of a territory radiating from Corpus Christi for a distance of 125 miles.

CORPUS CHRISTI CALLER

CORPUS CHRISTI, TEXAS

FRANK B. HARRISON, General Manager

S. C. THEIS COMPANY, Publishers' Representatives

837 Marquette Bldg.,
Chicago

366 Fifth Avenue,
New York

Words—Willing Tools of the Advertising Man

The Delicate Shadings of Thought That Can Be Expressed in Copy

By Harry Varley

THE neighbor's little girl plays the piano. She knows three tunes. One of them is "Over There," and she plays it morning, noon and night. Often she hits the wrong keys. When she first started to play it was amusing. Then it became annoying and, finally, the constant reiteration hardened the particular part of the eardrum where "Over There" previously had registered, and we lost the faculty of hearing it. Strangers came in and remarked on the playing and we had to make a positive mental effort to hear. Familiarity had bred contempt, but it hadn't stopped there; in wonderful kindness it had made us deaf to that one tune. In the same way the city dweller who lives at a street-car crossing or near an elevated railroad can sleep though the cars thunder and clatter past.

And we turned over the pages of the latest magazines with the definite purpose of reading the advertisements, but it wasn't long before we caught ourselves looking at the words and not seeing them; they were reflected on the retina of the eyes but the meaning was not carried through to the brain. The copy, like the neighbor's little girl, was playing the same old tune. Eyes familiar with the general physical appearance of an advertisement, which immediately picked out the stale phraseology—the words that said "Here is a 'quality' advertisement," "This is a 'service' talk," or "Now comes an 'efficiency' advertisement"—refused to transmit the messages as being entirely unnecessary. The words had lost their real meaning precisely as "Over There," rendered by the neighbor's child, had lost the power of impressing itself upon our hearing.

This was several months ago.

Fearing that the effect of "single tune" copy might be personal through our intimate interest in the subject, we devoted considerable time to securing the opinions of as many varieties of people as would listen to our questions. We haunted the libraries and watched man after man turn over the advertising pages and if he lingered over one longer than others, if his attention was caught and held, if he had that rapt, whole-souled expression in his face—at the risk of being rude we peeped over his shoulder, made a note of the page number and after he dropped the magazine we examined that advertisement, sometimes reverently, often gloatingly, as it seemed, to prove our contention that copy must not be written in a strain that is stale. We noticed enough to demonstrate that good copy is read.

WHEN THE GENIUS OF COMPOSITION FAILS

Questioning dozens of people, all casual readers of advertisements, we discovered that most of them were affected exactly as we were—that often they failed to get any definite impression from an advertisement because it was the "same old thing." Some said they would read a sentence or two to "get the drift" of the advertisement, and they didn't need to finish it because they knew what was coming.

"But suppose you can't 'get the drift'?"

"Then I would read on until I could," was the most popular reply.

What is the trouble? Is the English language so limited we haven't words enough to get a variety of tunes? There are only a few octaves on a piano, but they are sufficient to give us a

range from Beethoven down (or up, if you prefer) to Irving Berlin. It is not that we lack words. It must be that the creative genius of composition fails us.

We have the words. The alphabet is a keyboard and will play whatever tune the writer strikes upon it to the limit of his ability. In advertising copy the fault lies in our constant repetition of "Over There"—or the monotonous song of "service and quality."

There are words that are sword-edges. They will slash, cut or thrust deeply into the innermost consciousness of the reader though he be armored and buckled with steely indifference. Many of them are two-edged and must be handled skilfully.

There are tender, soothing, loving words that creep up close and nestle snugly in the cosiest corner of the heart; which hold in themselves natural caresses and joy such as is found between a mother and child in a happy home.

Would you have strong, sturdy words, robust and healthful, with muscles like the village blacksmith; words that are big, brave and honest; that ring as the hammer on the anvil? You can find them! Some words are subtle, sinuous; crawling belly-wise, slimily leaving a wet dank trail where they have passed. Other words are light itself—the golden glory of sunlight radiant with day splendor; the soft, calm, effulgent beams of the moon on a placid lake unfretted by the summer breeze; the vivid, terrible flash of lightning that blinds.

You know, also, the slow, ponderous, heavy-footed words that bulk so large and fat with their hidden burden of thought they are in a continual brain-sweat; words that belong in big leather bindings of gilt-edged folios, with indexes and appendixes and foot-notes—and should be sold by *avoirdupois* weight. You can't use *them* much in advertising copy. But you can use the words that laugh—merry little devils that nudge and poke people between the ribs, that widen the mouth, half close the eyes, start a rippling, gurgling chuckle

that ends with a rollicking "Ha! Ha!" shaking the body from the big-toe nails to the end of the longest hair of the head.

PLENTY OF GOOD WORDS FOR BUSINESS

Business words, too, are good. Short, curt words, clean-cut, self-contained; cold and metallic as a silver dollar; no sentiment in *them*, just "two-and-two-are-four" words, each one complete as a circle and true as truth. They don't mix well with others. They are "mind" words and if you tumble them by main force into a sentence with "heart" words you get an oil-and-water non-mixture.

This attempted mixing of opposing elements in words is a conspicuous fault of advertising copy. The writer starts out to the magnificent strains of a Beethoven sonata and winds up with "Over There," jazz, or the Salvation Army hymns, "Do It Now" or "To-day Is the Day." If it is necessary (and frequently it is) to have two or more kinds of words in one advertisement they should be segregated. Set them in different type; put a cut-off rule or ornament between them; give one the benefit of italics—anything so that the oil is in one compartment and the water in another. If you find it hard to understand the last sentence, study a John Wanamaker newspaper advertisement.

When you want to know what can be done with words, read Tenyson. Here is one passage that comes instantly to mind and will serve to illustrate:

* * * stepping down by zig-zag paths and juts of pointed rock.

The very *look* of the letters, the sharp, pointed consonants that dominate the words, give the effect. Read them aloud and notice how you are hurried down the side of a steep, rocky road, and then

Came on the long, shining levels of the lake.

You cannot sensibly read that fast. The smooth, long, open vowels; the alliterative "l" and the arrangement of the words hold you back in sharp contrast to the

The New York Office of the Chicago Herald and Examiner Room 802 The Astor Trust Building

501 Fifth Avenue, corner
Forty-Second Street,
was opened July 7, for the
purpose of making The
Herald and Examiner more
conveniently accessible to
eastern advertisers.

*This office has been
equipped with a
complete exposition
of The Herald and
Examiner's mer-
chandising system—
an effective method
of securing adequate
distribution in the
great Chicago mar-
ket.*

*Mr. William Trefny
will be in charge as
Eastern Manager.*

JOHN A. DICKSON,
Advertising Director



THE STUBBS Offset Method of printing has been given the endorsement of many leading national advertisers.

Here are a few products that have been advertised by this method; Packard Automobiles, Federal Motor Trucks, Republic Tires, Chi-nam-el, American Lady Corsets, Overland Automobiles, etc.

Stubbs Offset Method rarely costs more than ordinary printing and frequently costs less

THE STUBBS CO.

OFFSET PRINTERS

Detroit



hurrying presto tempo of the first part of the quotation. By the cunning choice of words he conveys sounds.

I heard the water washing in the reeds,
And the long ripple lapping on the
crags.

How is it that when you pick up a volume of Poe's short stories and glance through the pages without actually reading, you are conveyed into the peculiar atmosphere in which his stories are told? The reason is this: Your eyes receive the impressions of certain words which Poe used to create his effects. "Weird," "grotesque," "horror," "writhing," "livid," "stark," "ghastly," "loathing," "terror"—they are sprinkled through the text and the eyes immediately grasp the color of the story. In the same way there are words in advertisements which challenge the reader as rudely as a "Keep off the grass" sign. Not "Trespassers will be prosecuted," but "Readers will be bored" or "annoyed" or worse.

Delicate shadings of thought that cannot be expressed in English are rare; so rare that we can dogmatically state that every advertising thought and idea can be put into words—and the right words.

The physical appearance of the words should arrest the reader's attention; their visualized sounds should add their quota of effect and the entire copy should be pruned of dead, extraneous words or clinging parasites. The advertisement copy should be as whole as a song.

Some advertising writers achieve these happy results by native literary genius. Most of us can approximate them only by delving deeply into words, studying them and their effects and never losing sight of the fact that *there is a word* in the language that fits exactly into every hole in every sentence.

George C. Evans has joined the advertising service department of *Chemical and Metallurgical Engineering*. Mr. Evans has just been placed on inactive duty after service in the United States navy.

Hotel for Department Store Girl Workers

Comfortably furnished apartments for unmarried girls working in the department stores of New York will shortly become available in a large apartment hotel soon to be erected in the Herald Square section of that city. The hotel will be built and maintained from a fund of \$500,000 left by Charles Bertram Webster, who was head of R. H. Macy & Co. from 1879 to 1896. It is expected that the hotel will run up to at least 10 stories and will probably contain over 250 rooms, and will be the largest hotel of its kind.

Julius Alford to Start News Magazine

A new magazine, to be called *The Tri-State Manufacturer and Commercial Record*, will be started within the next few months by Julius Alford, formerly automobile editor of the *El Paso Morning Times* and later with the *Pueblo Chieftain*. The magazine will be published with the purpose of disseminating information concerning the States of Colorado, New Mexico and Arizona, and will have headquarters in Pueblo, Col.

A. J. Meister Promoted

A. J. Meister, formerly manager of several large New York department stores, and more recently connected with the general staff of the New York *Herald* as manager of promotion and publicity, has been appointed manager of national advertising of the New York *Herald*, *Evening Telegram* and the Paris edition of the *Herald*. Mr. Meister's activities will be confined chiefly to advertising accounts in New York City, Pennsylvania, Delaware, Maryland and Washington, D. C., for the present.

W. H. Long, Jr., Makes New Connection

William H. Long, Jr., formerly of Bonbright & Co., New York, has become associated with Doremus & Company, advertising agents, also of New York. Mr. Long was recently discharged from the Navy, where he served as a lieutenant.

Joins Syracuse "Post-Standard"

David W. Howe, formerly of *Scribner's*, and more recently with the New York *Tribune*, has joined the advertising staff of the Syracuse *Post-Standard*. Mr. Howe had recently been discharged from the air service after duty overseas.

John Patton Drennan Dead

John Patton Drennan, publisher of the *Deatur*, Ill., *Review*, died June 18.

Building Manufacturers Trying to Regain Ground Lost Through Failure to Advertise

American Face Brick Association to Spend One Million Dollars in Three Years—Oak Flooring Manufacturers' Association Also to Conduct Brisk Campaign

DURING the war, manufacturers and handlers of building material had nothing to say in an advertising way. Their product was either hedged about by some sort of wartime restrictions or they felt that the nearly total absence of demand, together with high prices, justified them in forgetting all about publicity for the time being.

With the ending of the war they found themselves, although on a larger scale, much in the position of the retailer who quits advertising and tries to force in business during such months as January and July just because the people are disinclined to buy. The retailer who jumps from a feast of business in December to a famine in January is many times inclined to let things loaf along and take their own course. Then when the spring business shows signs of opening they get their trade-producing machinery in motion again. The season gets pretty well under way before they are able to get the old machine back in good shape.

There is no use here in editorializing along the line of what building material manufacturers and others should have done in the way of keeping their business advertisingly alive during the war. But, as an instructive principle of business-getting, it is well to note right here and now that those concerns who kept their names, their trade-marks and their goods more or less prominently before the people during the war are having less difficulty now in getting the business that naturally came after the war.

Some may say that the building material people overlooked something worth while in waiting so long to begin their advertising for

after-the-war business. But nobody can say they are not going after business now with the utmost energy and resourcefulness. Nobody can say they are not thoroughly awake and are not doing a good work toward helping keep the commercial machine of the country going steadily forward.

PRINTERS' INK, a few weeks ago, told about the building material retailers of Chicago getting together on a co-operative campaign to boost home building. Chicago quickly passed every other city in the country in the number of building permits issued. Prices are high and are going to remain high. People are building just the same.

And now the building material companies' campaigns are becoming nation wide. The American Face Brick Association has arranged to spend nearly one million dollars in three years. The plan is to popularize the use of brick in building operations. The plan, which soon will be announced, includes educational advertising to the dealer, the contractor and the building owner.

WELL-PLANNED CAMPAIGN FOR OAK FLOORS

Another interesting campaign of an educational nature is the one now under way in behalf of the Oak Flooring Manufacturers' Association. This is a widespread effort to sell dwelling-house owners on the idea of covering their soft-wood floors with oak floors of durable beauty.

This special publicity effort involves the use of space in dealers' journals, farm papers, women's publications and general magazines.

The first advertisement of the series was an announcement to the



It Is An Obsolete "National Advertising Campaign" That Slights New York

New York is not neglected now-a-days.

Where there is concentration of buying and selling, advertising must also be concentrated. Otherwise there is no concerted response on the part of either consumer or dealer.

The New York Hundred Mile Zone comprises nearly twelve million people.

The new product that depends for its introduction to this zone upon the self-styled national medium alone dies aborning. What is some tens of thousands of semi-occasional circulation among twelve million?

New York's brokers, jobbers, and retailers alike agree that the biggest "national-medium" campaign, without local re-enforcement, is not big enough to warrant stocking a line in anticipation of demand.

EVERY NATIONAL ADVERTISER NEEDS THE NEW YORK WORLD. The World reaches both dealer and consumer.

The World's circulation is large and very concentrated, 80% Metropolitan, 93% within fifty miles, Morning and Evening.

The Morning and Evening Editions together reach every second home in all five Boroughs and Hudson County (Jersey City, Hoboken, etc.), New Jersey.

The Sunday World alone will introduce you to every third home in all Metropolitan New York.

DEALER INFLUENCE—Because The World is the New York Retailer's favorite newspaper, he will read your advertisement in its columns. Because he has read the advertisements of most of the great merchandising successes in The World, and has watched them move his stocks, he is "sold" on the "consumer demand" that his favorite newspaper produces.

Are you familiar with "The World Plan" to win the New York Market?

Try advertising in newspapers by the year.

THE NEW YORK WORLD'S MERCHANDISING DEPARTMENT

Mallers Bldg., Chicago

Pulitzer Bldg., New York

Ford Bldg., Detroit

The Evening World



THE MOUTHPIECE of your business in the world market will be your export catalog. It must be so carefully conceived, so painstakingly prepared, that a glance will instill a desire to investigate in the recipient. This glance will rest upon the cover—if a PRINCESS COVER your first sale may be determined.

WITH PRINCESS COVER as a background, embossed effects, artistic typography and color work all attain perfection of result. Rest assured such a catalog will never be overshadowed by any other, but will serve to intensify your advertising message in foreign fields. Do not fail to realize the importance of the cover of your catalog as a guide-post to its contents.



Acquaint yourself with this fine stock by sending for our sample book, or sheets for dummy purposes. A copy of Dexter's novel house organ, XTRA, edited by Marcus, will be included.

C. H. DEXTER & SONS, Inc.
WINDSOR LOCKS, CONNECTICUT

retail sellers of lumber and building materials. This told about the national advertising campaign the purpose of which was to place oak floors in millions of homes during the year.

Each dealer was asked to make a list of the houses within the confines of his selling area that had old soft-wood floors, and where he thought people had money to pay for oak floors. By sending this list to the Oak Flooring Manufacturers' Association's headquarters in Chicago the dealer gets a supply of postcards to send to the prospects. The association will back this up with some convincing literature to be sent to the prospects direct.

Similar propositions are made to the carpenters and contractors.

Backing up the direct advertising thus sent to the prospects there will be the general advertising in the various mediums mentioned. Special efforts will be made to interest the farmer and the housewife. Liberal space, therefore, will be used in the journals reaching those elements. The woman, very appropriately, is recognized as being the one most interested in hardwood floors. Hence the direct appeal to her.

"This, I believe, is the nearest thing to straight merchandising that the building material manufacturers have attempted up to this time," an official of the Oak Flooring Manufacturers' Association said to PRINTERS' INK. "It will be resultful because there are multiplied thousands of houses in this country that should have hardwood floors and where the people can well afford to pay for them. The average person does not understand that an old soft-wood floor can be refloored with three-eighth inch oak flooring—that it can be done quickly, with the most attractive results and at a relatively reasonable price.

THE PRICE BARRIER BECOMES A TALKING POINT

"Of course, oak flooring, like all other kinds of lumber is higher than it was. But it is an actual fact, nevertheless, that



FINAL EFFORT

*to meet the Phenomenal
Demand for*

ADVERTISING SPACE IN "PUNCH"

AUTHORITY has just been given me to add four additional pages of advertising space to at least fourteen regular issues of "Punch," from July 16th to December 17th, 1919, inclusive.

Some of this space is already absorbed by orders awaiting dates, but the balance, which is considerable, is at the disposal of such advertisers of high-class goods and service as may require space before the end of the year.

This is the fourth increase of advertising space in "Punch" this year, and a final endeavour to accommodate the phenomenal demand for space, which grows daily.

Demands for this new space available will be honoured 'n rotation. Open dates furnished promptly on application to your advertising agent or to

ROY V. SOMERVILLE
Advertisement Manager, "Punch"
10 Boulevard Street
London, Eng.

MANUFACTURERS OF ENGINEERING EQUIPMENT

will find the Spanish and Portuguese speaking countries a worthy field for cultivation. With a population of over one hundred million, these countries offer big possibilities for the sale of engineering and contracting equipment and industrial machinery.



A monthly
edition in
Spanish
and
Portuguese

EL INGENIERO Y CONTRATISTA

has been the pioneer publication for over four years, and is producing returns for its advertisers.

It will pay you to learn
of our facilities for de-
veloping foreign business

DODWELL & CO., Ltd.
159 Water Street New York

hardwood flooring can be laid at a cost considerably less than is charged for the average run of good carpet. Acquaint a woman with this interesting fact—which is just what we are doing in our direct and general advertising to the consumer—and you have gone a long way toward making a sale of a hardwood floor if she needs one in her home.

"Some of the simplest and most obvious things are entirely overlooked in advertising and selling. Every carpenter and every dealer in building material knows that it is one of the most practical things in the world to lay hardwood flooring over the old floors and get the very best of results. But the average housewife does not know this. Up to now no effort has been made to enlighten her on this simple and practical principle of building improvement."

The real facts are that about the only disquieting element in the merchandising situation is the undeniably high range of prices. But these prices are here to stay for quite a while at least. The price situation will in time take care of itself. Things are, with remarkable rapidity, readjusting themselves on the basis of higher prices. If prices are so high as seriously to work against sales, then this is all the more reason for persistent, constructive, educational advertising of the highest type.

At least this is what the building material manufacturers think and they are willing to back up their belief by spending a goodly number of thousands of dollars in real money.

Canadian Agencies Association Elects Officers

The Association of Canadian Advertising Agencies, at its recent annual meeting in Toronto, elected the following officers: President, W. B. Somers, A. McKim's, Limited, Montreal; immediate past president, J. E. McConnell, McConnell & Fergusson, London; first vice-president, J. P. Patterson, Norris-Patterson, Limited, Toronto; second vice-president, C. T. Solomon, Advertising Service, Limited, Toronto; secretary-treasurer, A. J. Denne, Smith, Denne & Moore, Limited, Toronto, and A. F. Smith, R. C. Smith, & Son, Toronto.

"Let's See That Picture"

HOW many times have you heard that? What does it mean to the advertiser? Just this—that the pictorial appeal is universal.

Do you wish to reach every member of the family? There is one very sure way—through the Rotogravure pages of the Sunday paper. The Rotogravure Section has all the advantages of the magazine in the wide scope of its appeal, and the extra advantage of local interest and concentrated circulation which the magazine can never have.

The Sunday Rotogravure Section reaches the family when it has the leisure to read. It carries your message longer and more effectively than any other section of the paper.

In Detroit, The Sunday News Rotogravure Section, eight full sized pages, printed in the greatest newspaper plant in America, on the best paper stock reaches 130,476 of the best families in Detroit and 55,000 outside—paying eight cents per copy for their favorite paper.

The Rotogravure Section of The Sunday News offers advertisers the power of concentrated circulation, 49% greater in city territory than its only Sunday competitor.

Get the concentrated pictorial appeal of The Sunday News Rotogravure behind your Michigan advertising.

The Detroit Sunday News

(it pulls)

Always in the Lead



Clearing a Fog of Words

Peter Meyer, of the Buffalo Optical Company, devotes his advertising space to the defining of the status of optician and oculist.

As a practical optician advocating the cause of the oculist (physician eye-specialist), Mr. Meyer has developed one of the notable optical stores of America.

In a conversation with an eminent oculist, Mr. Meyer said: "James Wallen interprets my ideals with a clarity that is remarkable. His advertising copy is the most effective publicity ever prepared for an optical establishment. Of this fact I have evidence."

JAMES WALLEN

Advertising

STUDY: 150 Walnut Street

EAST AURORA • N • Y

Is the Wholesaler An Impediment to Advertising Progress?

An Explanation and a Remedy

By Leon Allen

Of the Piqua Hosiery Company, Piqua, Ohio.

[EDITORIAL NOTE:—Not everyone will agree with Mr. Allen's conclusions. We are publishing his article, however, not because we hold a brief for the wholesaler, but because it clarifies a controversial subject. Jobbers' relations have always been a thorn in the side of many an advertiser. If this article throws any light on this condition it will have served its purpose.]

THE story is told of certain sections along Tenth Avenue in Manhattan that no matter how large a fight was in progress among the natives, let an Orangeman appear and the riot was immediately transferred to his vicinity.

Up to the time the pro-German and the pacifist crowded him out of the limelight, the wholesaler was the same sort of a "fight" signal in the world of business and without. Of all the business men, excepting the "malefactor of great wealth," he was the most discussed and damned person before the bar of public opinion.

The soap-box socialist and the parlor economist called him a parasite—a sort of lily of the field, that toiled not but gathered in the shekels. Manufacturers, irate at some piece of business finesse, spoke of him as a pirate. He was as popular as a Republican in Virginia, a Democrat in Philadelphia, or a Royalist in Russia. Even retailers with whom he was a suppliant for business felt in many cases that it was sort of lacking in caste to buy from wholesale houses.

Ordinarily where there is so much smoke there must be some fire, but the bystander has waited in vain for any clanging of fire-bells from the wholesale watch-tower. The thousands of wholesalers all over the United States have remained more mute than Charlie Murphy of Tammany

Hall, and apparently, like him, contented themselves by counting the returns which showed that in textiles alone less than 20 per cent of goods manufactured were distributed direct from the mill to the retailer.

The situation, therefore, has been most perplexing. If the wholesale idea was fundamentally wrong, it seemed miraculous that it could so successfully withstand the clamor against it, especially in view of the attitude of the wholesale fraternity.

Moreover, if it is wrong it should be abolished, for the United States cannot afford to enter the Reconstruction Sweepstakes under a handicap.

In an endeavor to get at the secret of this tenacity of life the writer began an investigation and classification of the arguments advanced against the wholesaler and the sources from which they came. Interviews with numerous consumers, students of economy, merchants, manufacturers and wholesalers and study of the written opinions of economists and business men brought out the fact that while many people wanted the wholesaler abolished they were widely divided as to their reasons.

TWO KINDS OF CRITICISM

Broadly speaking criticisms divided themselves into two classes:

1. Objections to the wholesale idea as economically unsound.
2. Dissatisfaction with the business policy of wholesale organizations.

Criticisms of the first class came almost entirely from consumers unfamiliar with distributive problems—housekeepers chafing under the high cost of living and socialistic preachers who visualize the abolition of all sell-

ing forces and can see the millennium of demand perpetually seeking supply.

Members of Class 2 based their objections on other than economical grounds. Their dissatisfaction is very real but it is not with the wholesale system but with wholesalers as a class. They say that

"The wholesaler is unprogressive.

"That he is a price buyer and not keen on quality.

"That he does not understand his function.

"That he lacks vision and that his code of ethics is abridged."

Hardly ever did they raise the economy question, and in one case the president of a large manufacturing organization dealing direct, over his own signature, declared that wholesaling was the really most efficient and economical system except in products where education as to use was of primary importance.

There is a third estate that I have not placed in the class of critics, because they are really not critics but passive bystanders who have been brought to a state where they are "sold" as to the arguments advanced against wholesalers. I refer to the class of larger size retailers who feel that their outlet entitles them to mill prices.

The attempt of smaller wholesalers to camouflage behind the "private brand," which in ninety-nine cases out of a hundred is not the controlled output of a single mill, undoubtedly hurts them with this "third estate." Also is there a reaction in a wide number of cases because the private brand does not run true to quality from year to year, and very frequently stands for sub-standard merchandise.

Basically, the most important question is the "economist" contention that the wholesaler is a "parasite" and that the wholesale principle adds to the cost of living. In advancing this argument, however, the "theorists" make two errors.

Generally they overlook the fact

that goods have to be sold, and that to sell goods you have to reach the people who use them; also that the great bulk of the people in the United States are outside the larger centres of population and living in towns of 15,000 or less.

Now, the manufacturer of many "single" lines cannot afford to visit the smaller town unless he is selling a patented specialty showing a large margin of profit. He must leave the 5,000-town off his list, particularly where distances between towns are great. This small-town belt is the natural sphere of the wholesaler who by having his men carry a number of lines so divides selling costs as to make small-town visitation profitable.

So true is this that the modern manufacturer frequently determines his distributive policy by deciding whether his is to be the small or the big town market, and if he decides on the first he automatically goes through the wholesaler.

The "economist" also forgets another essential point, namely, that goods must be distributed as well as sold.

Mr. Merchant, in St. Joseph, Missouri, may be a shrewd buyer and a splendid judge of approximately the amount of goods he may need in a season, but the time always arrives when he needs size 10 socks, 7½ shoes, 36 undershirts, blue seersucker instead of pink, and so on down the line. This necessitates some place closer than the mill in New York, New England or the South, from which his original shipment came, where he can get his re-order on short notice.

As a result, you find even the direct mill building up a distributive organization paralleling a wholesaler's function, and establishing stock rooms in centres like New York, Chicago, St. Louis, Dallas or San Francisco.

I know of one mill of ordinary size dealing direct whose sales and distributive organization entails an overhead of close on to a half million dollars. Quite natural-

**September
Delineator
biggest on
record by
62%**

GORDON GRANT
and
STANLEY F. McNEIL

are new members of this organization.

Mr. Grant's work is distinguished by his remarkably fine draughtsmanship. His reputation as an illustrator is National.

Mr. McNeil comes from the Pacific Coast where his work has received exceptional notice. His color work possesses that touch of Western gorgeousness that makes striking poster effects.

LOUIS C. PEDLAR
Inc.

COUNSEL IN ART

95 MADISON AVE., N. Y. C.

ly, to cover this its prices are practically the same as the prices quoted by wholesalers, and this is the usual not the unusual case.

With this distributive problem in mind, I believe that any impartial observer will see that "economy" is not the basis for criticism of the wholesaler and that far more real are the manufacturers' troubles with the wholesaler rising out of the very things that disincline the retailer to deal with the jobbing house, coupled with the manufacturers' criticisms of the wholesaler previously enumerated.

The wholesaler has not always been wise in his generation. Take, for instance, his fetish of the private brand.

Many organizations that hardly merited the designation of "wholesalers" have insisted that even where they used but a few cases of merchandise that the goods be packed under their own label, and I know of one underwear manufacturer who had to carry in stock over 600 different styles of paper cartons, neck hangers, etc.

Nor did the cost end here, for private brand cartons means that every order must be especially packed. Goods cannot be boxed in advance and placed in stock reserve.

Then, too, the dominant wholesale idea a few years back was to play for price advantage only, the thought of building on a quality basis was unknown.

Much recrimination has been indulged in as to the real responsibility for this condition. The trade blames the wholesaler and the wholesaler blames the trade, claiming that the average retailer is a price buyer at heart.

The wholesaler also urges that his private brand is not intended to give the impression that he owns or controls mills, but to protect him against the price-cutting of competitors. Then, too, he cites the case of several manufacturers who, after using him to establish a particular brand either took the line elsewhere or went direct to the retailer, and leaving him, the wholesaler, holding the bag.

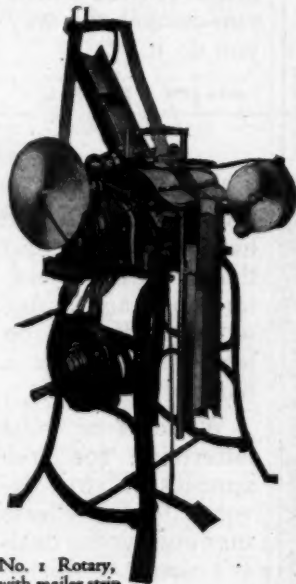
Have You An Addressing Problem?

Each publisher has his own individual addressing problem and often wishes to obtain certain results.

THE BELKNAP SYSTEM

backed up by 33 years of study and experience can be successfully adapted to any situation whether the "run" be 100 or 7,000,000 names.

Over 90% of the largest publishers in the United States use The Belknap System.

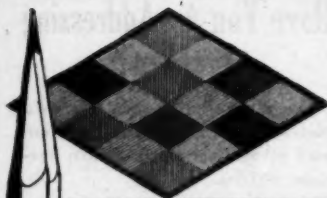


No. 1 Rotary,
with mailer strip
attachment.

RAPID ADDRESSING MACHINE CO.

Belknap System

32-46 West 23rd Street NEW YORK



**DIXON'S
ELDORADO**

the master drawing pencil

Each lead in the Eldorado is responsive, smooth and long-wearing. One of them is *your* lead—the one just fitted to the work you do and the way you do it.

Made in **17 LEADS**
*one for every need
or preference*

Find this pencil which suits your hand. You will find that you can do better work and faster work, and will be less fatigued after a hard day's work.

Write us on your letterhead for free samples of your favorite leads. Please mention your dealer's name.

JOSEPH DIXON CRUCIBLE CO.



Dept. 150-J Jersey City, N. J.

There is a Dixon-quality Pencil, Crayon, and Eraser for every purpose.

Practically very argument of this kind, for and against the wholesaler, can be backed by a specific incident which apparently is conclusive, but an analysis of the whole question carries the investigator beyond the matters most in dispute.

He finds that the retailer who knows costs does not buy direct because it is cheaper. In most cases it is not, for direct buying means heavier initial investment, larger transportation costs, slower turnover, and consequently, less profit.

His primary objects are ordinarily to assure himself of uniform quality and to take advantage of the advertising prestige of "direct" lines which are those which have been most strongly advertised in the past.

The manufacturer goes direct, not for economical reasons, but because he has a specialty requiring educational salesmanship beyond the range of the wholesaler's salesmen, or because he sickened of perpetual bickerings regarding price.

You will notice that all these reasons do not involve the wholesaling principle at all, but the omission and abuses of the wholesale system.

THE JOBBER MUST GIVE PLACE TO THE DISTRIBUTOR

It would seem, therefore, that what is called for is a clearer definition of his function by the wholesaler, and the abolishment of trade evils which follow in the train of a short-sighted business policy. The *jobber* must pass away and the *distributor* must take his place.

The day of the jobber is done. Something more vigorous, more in keeping with modern merchandise distribution must develop—and it has.

Some of the largest wholesale organizations in the United States are "digging in" behind the distributor idea. They have taken over the task of serving the smaller retailers in both large and small centres with branded, uniform quality goods, acting in the

DIXON'S "ELDORADO" the master drawing pencil - MB



One Million Boys and Girls!



THEIR SHEER NUMBER IS IMPRESSIVE! But add to this their 100% Consumer-value, their active, aggressive Buying-influence and their tremendous importance in a million desirable homes, and you will begin to see the immediate and future advantage of insuring your tomorrow's market. It is on boys and girls that the deepest and most lasting impressions are made.

'COOK'S WEEKLY TRIO': A MILLION BOYS AND GIRLS
THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY
David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMLOE, Advertising Manager

Edward F. Boyce,
98 Madison Ave., New York

Chas. H. Shattuck,
People's Gas Bldg., Chicago

Sam Dennis,
Globe-Dem. Bldg., St. Louis



BETTER PRINTING

You might like to have a Monograph entitled "Seeing America First," which we recently printed for the Champion Coated Paper Company. It is a fair example of Better Printing. Some rather remarkable photographs make this Monograph unusually interesting. Copies will be sent without charge to buyers of printed matter.

PUBLISHERS PRINTING CO.
217 WEST 25TH STREET
Chelsea 7840

Better Advertising Means More Advertising



GOOD WILL born of public confidence makes men and institutions grow and prosper. Men of vision who have toiled step by step for more than a generation to build a place for themselves in the mind and heart of the public know this. Written contracts are unnecessary with them—their word is as good as their bond.

To make the written word—the advertising of all business as good as its bond—in America, in Canada, England, France, Australia—everywhere that the idea has spread, our National Vigilance Committee is working, with the support and active help of sixteen local Better Business Bureaus and eighty volunteer vigilance organizations.

Out of a hundred advertisers not more than one or two intentionally misstate or mislead, and only a few more are dangerously careless. To drive from advertising the out and out crook, to reason stoutly and persistently with the thoughtless few, to add to the number of careful promisers and thus to increase the already high regard of the public for one of the newest and greatest

forces of modern business, our Vigilance Committees and Better Business Bureaus are striving and asking for support.

We believe the consumer is entitled to exactly what he is promised and what he pays for.

We believe the careful advertiser should not be compelled to keep company in the mediums he patronizes with the grossly careless or clearly crooked.

The Associated Advertising Clubs is fifteen years old. The marked increase of public confidence in advertising in large measure is due to the rising standard of advertising practice promoted by organized advertising. In the days ahead, more than ever before, better advertising will mean more advertising.

While much has been accomplished there is much yet to do to promote and protect reader confidence in advertising. For the extended plan requiring a budget of \$141,000 per year and to which national advertisers are lending splendid support in the way of larger sustaining memberships,

The following important executives serve as trustees:

FESTUS J. WADE
President Mercantile Trust
Company, St. Louis

F. A. SEIBERLING
President Goodyear Tire and
Rubber Company, Akron

SAMUEL C. DOBBS
Vice-President Coca-Cola
Company, Atlanta

DAVID KIRSCHBAUM
President A. B. Kirschbaum
Company, Philadelphia

HENRY L. DOHERTY
President Henry L. Doherty
& Company, New York

Associated Advertising Clubs of the World

LEWELLYN PRATT
First Vice-President

WILLIAM C. D'ARCY
President

P. S. FLOREA
Secretary-Treasurer

110 West 40th Street, New York

same relation to the manufacturers with whom they do business as the branch offices and sales staff of a "direct" house act toward the home office.

Correspondingly, the manufacturer's attitude changes towards these wholesalers. He no longer looks upon them simply as purchasers of his merchandise. He reduces his pressure for initial orders and asks for what is to all intents and purposes an estimate of early season requirements carrying the re-order reserve at the mill.

Also he stops indiscriminate selling. He restricts his representation according to geographical location. He bars the houses guilty of unfair practices. He accelerates merchandise movement by co-operative advertising. He links the wholesaler and the manufacturer together in a bond of partnership.

JOHNER OF THE FUTURE WILL RECOGNIZE ADVERTISED LINES

The ex-wholesaler, *present day distributor*, starts with all the initial advantages of a specialty direct salesman. In his trunks are nationally known, nationally promoted lines of standardized quality at prices that stand any comparison, intrinsic worth considered.

He can make all the trading centres covered by the "specialty" man and make them more economically. And he can cover the tank towns where no "specialty" man can afford to visit because his diversified representation enables him to close total sales of substantial size.

He performs a genuine service to the isolated merchant by giving him an opportunity personally to select standard goods.

And he enables all retailers to do business on smaller stock investments than is the case where goods must be bought in season's quantities from the mill.

The reason here is that the distributor salesman calls every thirty to sixty days as against the usual semi-annual call of the direct representative. Accordingly, the merchant has only to estimate his

"When Seconds Count"



"Catalogs—Quick!"

Give us the plates and copy, and whether it's a million run or not, we'll give you a delivery date that the entire K-L organization will stand back of. Many large national advertisers and mail order houses bank on K-L service.

Kenfield - Leach Company

"Chicago's Leading Printers"
610 Federal Street, Chicago



Parcel Post Carrier

The best container made for mailing your catalog or booklet. This container is made of good strong box board, thickness depending upon the weight it will be required to carry. Made to any size and with a Sure Lock; no Wrapping or Tying necessary.

Made Only by

Chicago Carton Company
4433 Ogden Ave. Chicago, Illinois

A Newspaper Advertising Manager—

Do you want an advertising manager who is a proven successful salesman — not from wits, or words or the power of hypnotism—but from sheer effort—hard work?

Do you want a man who comes recommended as a workman—not as a convivial entertainer; a man who after twenty-five years' successful experience knows the newspaper advertising business—both foreign and local—from stem to gudgeon.

Do you want a man who has worked on some of the largest papers in the country—who has proven beyond doubt his ability to put over big results and to get the live co-operation of the men under him?

If you want your advertising lineage to grow—if you believe in the effectiveness of hard work, proven ability, thorough experience and knowledge of local—foreign—special—merchandising advertising,—if you want a man who neither fawns, nor imitates or makes believe—just works — write "Newspaper Advertising Manager," Box 92, Printers' Ink, 833 Peoples Gas Bldg., Chicago, Ill.

needs for a short period and ordinarily the wholesale house is nearer than the mill or its branch office, so that re-order service is swifter and less expensive.

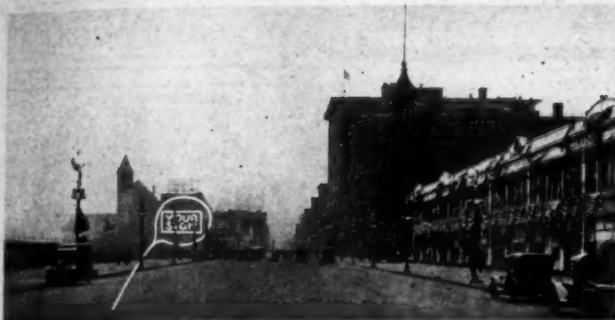
Quite naturally all wholesalers do not subscribe to this distributive idea. Many can only see in it a submersion of their identity or lessened possibility for profit. They cling with frenzied grip to the old order and wish to continue to "job" merchandise, indulging in a gamble at the opening of every season.

Also, there are a few enormous wholesale organizations which actually control mills and do dictate standards, thereby almost acquiring the stature of producers.

These two types will last because they have a function, limited though it be. The great development, however, is coming from the high-idealed, large-vision wholesalers who see their function as the selling force for a number of representative mills, and whose co-operative sales effort enables the manufacturer to reach his market efficiently and economically, serving the whole country and not simply a congested area.

The wholesaler operating on this basis grows and the manufacturer grows, too, for the basis of reduced costs is production, and enormous production is only possible when every bit of territory is being served.

The wholesale system has been faulty; it has been abused; it is open to criticism to-day—but it is fundamentally sound, and it has a clear purpose, which is only coming to light to-day. Long continued, unchecked propaganda, however, has made the name "wholesaler" so suggestive to the public of "gouging," low merchandise ideals, and useless expense, that it is doubtful if it can ever carry favor in the public mind. Far better is it for the wholesaler to be re-christened as well as regenerated, and to drop the appellation which is neither descriptive or pleasing, taking on the new title that so well illustrates his function—Distributor.



On Michigan Boulevard Chicago—

This is the only **ELECTRIC** sign on Chicago's lake front now available. The location is on Michigan Boulevard, one of the world's greatest motor thoroughfares, at Twelfth Street, within sight of seven hotels, six theatres, one through and one suburban railway terminal. The unobstructed view insures a big smashing display for some live advertiser. For rates and information, write or wire

Federal Electric Company

Representing Federal Sign System (Electric)
640 West Lake Street, Chicago, Illinois



A Few Facts

WOMAN'S WEEKLY is a progressive periodical for progressive advertisers to reach progressive women.

WOMAN'S WEEKLY is the only national weekly magazine for women in America.

WOMAN'S WEEKLY has the largest circulation of any woman's magazine selling for \$3.00 or more per year.

The families of the **WOMAN'S WEEKLY** subscription list represent a purchasing power of over \$400,000,000 per year.

WOMAN'S WEEKLY subscribers purchased from our firm over \$500,000 worth of reading matter in five months.

Are you interested?

Advertising rates will double Sept. 1, 1919.



Send for sample copy and rate card.

WINSLOW G. SMITH
GENERAL MANAGER

Woman's Weekly

431 South Dearborn Street
CHICAGO

Member of A. B. C.

Recipe for Effective Copy—Know the Facts

Copy Is a Personal Expression, Reflecting the Writer's Experiences and Feelings

By Elmer H. Smith

Of Henry Disston & Sons, Philadelphia.

LET'S look into the significance of this often used and vague expression, "the psychology of advertising"—a phrase that is to blame for a great deal of sloppy talking and thinking about advertising.

In approaching the subject the writer is forcibly reminded of the many books on the market, "How to Speak in Public." There is, more or less, a widespread prejudice against this subject. Public-speaking literature has focused so much attention upon external expression such as voice culture, how to gesticulate gracefully, manner of deportment, etc., that this prejudice is well founded. For instance, one book carefully instructs the student of oratory to stand with the toes at an angle of 70 degrees. Then follows diagrams showing the number of degrees to shift when under the stress of definitely stated emotions.

Much literature of this character is also on the market beautifully illustrating, "How to Write Advertisements," firstly, secondly, thirdly. The attitude of some of these writers reminds us of one of Æsop's fables. It happened that a dog had got a bone and was carrying it home in his mouth to bury it. It was necessary to cross a plank which spanned a running stream. As he looked down into the water he espied his own reflection. Thinking it another dog with another bone, he made a snap at the shadow in the water, and of course, lost his bone, and the moral is "Beware lest you lose the substance by grasping at the shadow."

What is the "substance" of advertisement writing? For convenience we will call it expression.

From whence comes expression? The mind. What develops the mind so that expression is possible? Here then is the real problem—Mental Development.

EVOLUTION'S LESSON TO THE COPY WRITER

Follow the process by which the human race has reached its present stage of growth and you will discover the laws of mental development. Observation was the first great lesson. Nature taught men first of all to see things. The eye was taught to see color, light and shade, form, size, dimension, distance, direction, perspective, location, motion, space, number, material, quality, etc. The ear was taught to hear noise, music, etc. The nose to smell pleasant odors and unpleasant odors, etc. The tongue to taste, sour, sweet, bitter, etc. The hand to touch roughness, smoothness, etc. The body to sense temperature, heat, cold, etc. The muscles to sense weight, hardness and softness, resistance, etc. Men learned not through the eyes of books but through vital personal contact with the whole order of things of which we are all a part. Observation implanted mental images and sense impressions and thus started mental development. Ask the child.

As a direct result and simultaneous with the development of the senses came the discovery of vision power. From the material gained through observation, new mental conceptions were constructed in the workshop of the imagination. This training of the senses and awakening of imagination penetrated the moral, emotional, and thinking powers of

man and there logically followed literature and invention.

How to write advertising copy? Develop the mind. How develop the mind? Observe with your entire complement of senses. Turn the entire photographic machinery of your mind on the world about you. Use your seven senses to capacity (seeing, hearing, smelling, tasting, touching, and the muscular sense and that of temperature). Make your knowledge, your mental conceptions of things just as vivid and tangible as the things themselves. *Good advertisement writing is the natural result of a mental development by which a man comes into possession of and makes use of all the powers of his mind.* The growth of this power depends upon the enlargement of the imaging faculty, upon the intensifying and multiplication of the emotions, and upon the strengthening of the reasoning power.

The core or nucleus of this power of mental development is the mental impression, mind picture, image. For example, your mental picture of an alarm clock is perhaps as vivid as any. You have observed the white dial, the black figures, the blued hands, the moving minute hand, the shadow of the hands on the dial. You can mentally reproduce the tick, hear the ring of the alarm. You can in imagination feel the cold nickel case, sense the weight, measure the resistance, run your hand across the smooth glass. You can mentally handle the clock, wind it, set it down on its base. You may even have an X-ray visualization of this particular object. You can no doubt picture the inside frame, see the brass cogwheels, the blue springs, the wheels in motion, smell the odor of the oil, and taste the brass. This is perhaps one of your best developed mind pictures.

Now, then, using this as a standard, how do your mental impressions in general of all things in the world compare? How vivid is your knowledge? How many of your supply of mental images are complete, including an X-ray

vision? Is your visualization of a mountain, a river, a city, a nation, the world, the universe just as complete? Is your visualization of a manufacturing plant, an article of merchandise, the source of supply, the market just as vivid? Are these images, these pictures, in your mind pulsating flat-flabby only partially developed images? To the degree to which you develop and perfect your mental images through the power of seven-sense observation, to that degree will you grow in mental stature.

In placing before you the gradual mental evolution of the race brought about by observation, and suggesting the mental image as the core or nucleus of mental development, the writer has been able merely to hint at the broadening intelligence which blossoms in the individual when knowledge is absorbed through the sense channels. Consult your own experience. The things of which you can talk or write upon most effectively are the things which you can visualize best.

Following out this great lesson taught by the study of the mental evolution of the race, the advertisement writer brings into activity his entire mind and within him knowledge lives, moves and has being. There is born a vocabulary which is vitally expressive because it grows out of his experience and is organically a part of his nature. It is in no sense a vocabulary of generalized words but is in the highest degree specialized and individualized.

No ardor of work can compass advertisement writing in its highest and most effective form, and no fervor of devotion snatch it before the predestined hour. Time and time alone brings it within reach of the eager hand. *The writer must be intensively enriched himself before he can enrich the mind of his prospect.* To know the commercial world vitally and creatively he must know it not only with his mind but with the soul. He must live with it year by year and slowly ripen.



WALLACES' FARMER LEADS

- ¶ In the Opinion of Progressive Farm Folk —
- ¶ In the Largest Lines of Commercial Advertising
- ¶ In Commercial Advertising Carried for Iowa Advertisers
- ¶ In the Results Produced for Advertisers

For Further Information, Address

WALLACES' FARMER

Good Farming; Clear Thinking; Right Living
A Weekly Journal for Thinking Farmers

DES MOINES, IOWA



Western Representative
Standard Farm Papers, Inc.
 1341-5 Conway Bldg., Chicago; Ill.

Eastern Representative
Wallace C. Richardson, Inc.
 381 Fourth Ave., New York City

ADVERTISE IN GREAT BRITAIN

Her Colonies and Abroad
through the

LEADING AGENCY

for American Business
outside the U. S. A.

Pamphlet entitled "Some Opportunities and the Way to Seize Them" will be sent to all bona fide applicants for same.

Full particulars as to Markets and Marketing conditions furnished on request.

W. L. ERWOOD, Ltd.

International Advertising Agents

30, 31 and 32 Fleet Street
LONDON, ENGLAND

Telegrams and Cablegrams - - "Banningad, Fleet, London"

Creating "Consumer Acceptance" for a Family of Products

(Continued from page 6)

products, adding perhaps as many more in the fall, and continuing this process as seasonal demand for certain of the "Health Helps" seems to warrant.

In connection with the style of copy that is being used in all of this advertising, it is noteworthy that the copy is making strenuous endeavor to steer a straight course between the doctor (and the dentist) on the one hand and the sensible consumer on the other, a course that will convince both and offend neither! The ancient purveyors of patent medicines have made the task none too easy for the manufacturing chemist, for they have made taboo the use of "scare copy," and have forever made bad form the graphic (and very effective) depicting of what happens to one's throat, for example, when one has a touch of bronchitis.

All of which is accepted by McKesson & Robbins to mean simply this—that in the advertising of "Health Helps" it is conservative copy that in the long run satisfies and keeps satisfied the most people, and that the desire for immediate returns (which can always be got by taking advantage of man's fear about his bodily condition) must, from the standpoint of good advertising, be forgotten if the effort to establish the entire family of products upon a substantial basis is to be achieved.

In keeping with the tendency on the part of a number of concerns manufacturing a wide variety of specialized products, to devote a large proportion of their investment to dealer-support, almost 40 per cent of the total advertising appropriation is being invested in dealer-promotion work—in this instance a large portion of the investment in outdoor advertising being itself almost chargeable to this account, for the reason that the poster displays show a repro-

The Atlanta Journal

Atlanta, Ga.

8 Page
Localized
Rotogravure
Section Every
Sunday

Advertising in The
Journal Sells the Goods

WHICH IS
YOURS?



Wasting time,
twine, paper and
salaries—or with one motion
dropping your article into its
container ready to mail.
These Parcel Post Carriers made
in any weight of strong boxboard
with a special lock preventing
loss of contents.

Ask for Samples and Prices

MADE ONLY BY

Chicago Carton Company

516 FIFTH AVENUE

NEW YORK CITY

We Want a Manager for Our Art Department

He must be an artist of ability and possess the knack of instilling his ideas into his assistants. He must be young—under 40—well educated, tactful, resourceful, on the job all the time.

A fair salary at the start—more as ability is demonstrated, with unlimited future with the best known engraving and electrotyping house in the central states.

Applications must tell full experience, age, education, salary expected, references, etc., and be accompanied by samples of work.

Address "A. R.," Box 89
Printers' Ink

83,596

lines net gain in May, 1919, over our splendid record of May, 1918. Local advertisers are mostly spending their entire appropriations in our papers and national advertisers are evidently receiving the expected results because the

Chester Times and The Morning Republican

carry more advertising lineage today than ever before. IT PAYS TO ADVERTISE—in our papers. Try it!

Foreign Representative

FRANK R. NORTHRUP
303 FIFTH AVE., NEW YORK CITY
Association Building, Chicago

duction of a McK. & R. window display and urge the passerby to "Choose the drug store whose windows display 'one of the McK. & R. Health Helps.'"

Time and again PRINTERS' INK has called attention to the need for the manufacturer to keep constantly in mind the fact that the dealer, while he would undoubtedly like to give a reasonable amount of his window space to the display of a nationally advertised product, often feels obliged to refuse that space because the sales-helps supplied by the manufacturer are too *expansive*—they seem to take little account of the many other lines of merchandise which the dealer is also desirous of moving.

McKesson & Robbins is meeting this difficulty by supplying an adjustable frame fixture made up of one or more panels and capable of expansion to suit the needs of the individual drug-store window. The notable feature about these frames is that display sheets are provided by the company to be inserted in the panels, and that while these pads carry fourteen large displays, only seven of them (every other one) feature a "McK. & R." product. These pads are removable from the back, and the only other appointments requisite to a complete window trim are a strip of velvet, which is also furnished, and packages of the actual merchandise. This device, therefore, permits the merchant to change his windows with a minimum of trouble—a big inducement when it comes to getting a merchant to accept and use a dealer-help of this character. One other thing—the frames are limited to about four feet in height, thus escaping the objection commonly raised against such fixtures, that they shut off the light from the soda-fountain or the cigar-counter.

Two notable advertising methods are being employed to supplement these window displays, in the one instance outdoor posters reproducing the drug-store windows (these being used in a community simultaneously with a selling drive to secure the acceptance and promotion of the line by the local

Takes Personal Charge of
REMINGTON SERVICE



CARL J. BALLIETT
 Managing Partner E. P. Remington
 Agency

On August 1st, Carl J. Balliett, who recently returned from France, assumes direct personal charge of planning service and copy.

Mr. Balliett's fifteen years' experience in modern advertising and merchandising methods and his six years' successful management of this Agency, is our guaranty of prompt, thoughtful, efficient and economical service.

E. P. REMINGTON AGENCY

Service Specialists

BUFFALO, N. Y.

O. E. FOSTER
 EDWIN McCLELLAN
 THEODORE H. KUHLMANN

HARRY THORP VARS
 CARL J. BALLIETT
 HENRY OLIVER SMITH

Wanted—

man of experience in various departments of agency work who is qualified to supervise the several departments of an advertising agency, taking complete charge of the production of work. This man must have considerable executive ability, plus the necessary training. The opportunity is an unusual one with a well-established agency doing a considerable volume of business. Address at once with full information covering experience, other qualifications and salary expected, "H. J." Box 93, Printers' Ink.

druggists), and in the other instance miniature cardboard displays with easel backs for counter use, these display cards corresponding to those appearing in the window and designed to complete the tie-up between the product, the customer and the cash-register. It is argued that this style of outdoor poster is an effective stimulus in persuading the druggist to make use of the corresponding window trim provided by the company (and also an added means for instructing him in its effective use), and it is further argued that the counter displays are justified by the fact that they carry not merely seven "McK. & R." display cards, but also seven cards advertising the druggist's staple commodities—tooth-brushes, for example. This fact, it is felt, is likely to insure their continuous use.

Other dealer-helps that are deserving of mention are shelf-strips (designed to encourage the grouping of the company's products on the druggist's shelves), bundle-tape (which is always acceptable for the reason that it saves the druggist a part of his bundling expense), a "want-book" for the recording of goods the stock of which is getting low, price-tickets and a library of "Health Helps" for direct circulation.

In the matter of catalogues an unusual pictorial effect has been secured which is deserving of mention. Probably nothing offers greater difficulties to the illustrator seeking for dramatic effect than a bottle—the word bottle in this instance having no unkind significance. A rather unique solution of this problem is the use of the left-hand page throughout the catalogue to show a spotlight picture of one of the "Health Helps," the illustration being in practically every instance unretouched. The title of the catalogue is "In the Spotlight of Public Favor," and, incidentally, this phrase is made the title of a miniature booklet used as an enclosure with the goods themselves.

The entire campaign is rounded

Sales Representation

I want to hear from some reputable manufacturer of a favorably known line or article with a sound and proven merchandising plan who has need for a real business getter in Pacific Coast territory.

My only experience has been in the selling field and I possess a pretty thorough understanding of the theory and practice of modern merchandising. Have initiative, enthusiasm and a record for results in a highly competitive field. Age thirty-four and enjoy excellent health. My personal earnings have been running around \$5500.00.

Services available October first. An attractive offer will tempt me from a ten-year connection.

Address "D. R.," Box 88, care of Printers' Ink.

Graffco



WISE CLIPS

"With the Grip"

No. 2

They never slip! Hold securely from 2 to 60 papers without sliding, tearing, or falling off. Keep their grip, too—the patent tongue does it!

Made of handsomely nickel-plated steel. Rust proof. Three convenient sizes (No. 1 size is also made in brass). Used by leading business everywhere. Attractive and very likeable clips—perfect fasteners for every purpose.

Samples Free

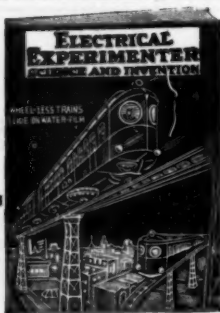
GEORGE B. GRAFF COMPANY

294 Washington St. Boston, Mass.

Mfrs. of Time-saving Office Devices

YOUNG SALES MANAGER WANTED

A College bred man between the ages of 25 and 30 will find an unusual opportunity awaiting him in the organization of an old established Cleveland, Ohio, Manufacturing Company. He should have a wide technical training with a degree of M. E. and have some knowledge of the hardware or steel novelties trade. Above all, he must be able to handle a well organized sales force and write letters that will make others want the goods we manufacture. He will sit in at the round table conferences of the directing heads of the company and have a voice in the sales policies that dominate the business. His initial salary will be large enough to enable him to live comfortably and will grow as rapidly as he can develop. If you think you are the man tell us why in your first letter. Address G. W., Box 91, PRINTERS' INK.



And Once Again—

The August "Experimenter"
with 15,924 lines of paid display advertising shows

104% GAIN

over August, 1918. And this despite its being the dulllest month of the year.

Circulation over 125,000.

EXPERIMENTER PUBLISHING CO.
233 FULTON ST., NEW YORK CITY

Western Representative
J. B. FINUCAN, Hartford Bldg., Chicago

out by the liberal use of cards, and in New York City by the use, also, of the display space just above the tracks on the elevated platforms.

With regard to the merchandising of its family of products, McKesson & Robbins bases its claim for business on the simple proposition of "Long Profits—Fast Sales," holding it up before the druggist in contrast with the "Long Profits—Slow Sales" afforded by certain unadvertised brands, and with "No Profit—Fast Sales" afforded by certain of the so-called patent medicines. The necessity for analyzing this proposition does not rest with PRINTERS' INK, and it is mentioned merely to indicate the merchandising plan that is being used to make effective the broad campaign as outlined above. Specialty salesmen are being added as fast as the right men can be secured, and the drive is being carried on intensively, city by city, to establish this line of "Health Helps" in all of the leading drug stores and to create in the mind of the public "consumer-acceptance."

New Account for Wm. H. Rankin Co.

The Wm. H. Rankin Company of Chicago has added the Chicago Scale Company of the same city, to their list of customers and are now preparing a national campaign for this account.

Service Man Returns to Former Position

Walter S. Rowe, formerly advertising manager of the Estate Stove Company, Hamilton, Ohio, has returned to his former position after two years' service in the U. S. Army. Mr. Rowe went to France with the 136th Field Artillery but was transferred to the *Stars and Stripes*, official publication of the A.E.F.

New Talking Machine Doing National Advertising

The Vitrola Talking Machine Co. of Chicago, has started a national advertising campaign, using magazines and newspapers. Copy will be placed by the Thomas M. Bowers Advertising Agency, also of that city.

110% Gain

Some Increase What!!!

SUNSET for August shows
a gain of 110 per cent. in
advertising volume over the
same month of last year.

To cover the far west, you
must use SUNSET.

SUNSET MAGAZINE

SAN FRANCISCO

NEW YORK : BOSTON : CHICAGO :
220 West 42nd St. 6 Beacon Street 1835 Peoples Gas Bldg.

LOS ANGELES : SEATTLE :
1012 Story Building 737 Henry Building

**90 Cents an Hour for Carpenters,
Painters, Plumbers, Masons, Brick-
layers, etc.**

NEW ENGLAND

**Where High Wages Is the Rule
A good place for trial campaigns**

The basis of the strike settlement in Boston was that all crafts in the building trades were to be paid 90c an hour. As wages, like water, seeks a level, this will be probably the wages of all building craftsmen throughout these six northern states.

The textile toilers have had advanced wages of 98 per cent during the past few years. The workers of New England are earning far more money than ever before. The big stores report that the problem is to get goods, for the sales demand is terrific.

Surely now is the time and the place to advertise
your goods and reap a harvest.

**Please see to it that these 15 dailies are on
your list**

**BRIDGEPORT, CT. POST and STAND-
ARD-TELEGRAM**

Daily Circulation 48,000
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 26,959
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation over 10,500—3c copy
Population 30,000, with suburbs 60,000

WATERBURY, CT., REPUBLICAN

Daily and Sunday—11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 25,263
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

A.B.C. Daily Circulation 11,068 net
Population 22,000, with suburbs 40,000

**MANCHESTER, N. H. UNION and
LEADER**

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 6,989
Population 39,656, with suburbs 150,000

LOWELL, MASS. COURIER-CITIZEN

Daily Circulation 18,145 net paid
Population 114,366, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 15,121
Population 89,336, with suburbs 100,000

SALEM, MASS., NEWS

Daily Circulation 18,355 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 42,883 net paid
Population 100,000, with suburbs 250,000

**TAUNTON, MASS. DAILY
GAZETTE**

Daily Circulation 5,721 net paid A.B.C.
Population 38,000, with suburbs 53,000

WORCESTER, MASS., GAZETTE

Daily Circulation 29,625 net paid A.B.C.
Population 190,000, with suburbs 250,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,812 A.B.C. Audit
Serves territory of 130,000

**EACH OF THE NEWSPAPERS here
named is a power in its home com-
munity.**

General DuPont Gives Luncheon at N. Y. Bankers' Club

The difficulties to be overcome in the effort to place the foreign language publications on a straight business basis, the plans for development of new markets, and a plea for frank, helpful criticism and co-operation were points brought out at the luncheon given by General Coleman DuPont to advertising men at the Bankers' Club on June 30th.

General DuPont's speech of welcome was followed by a talk by Miss Frances Kellor, president of the American Association of Foreign Language Newspapers, in which the work accomplished and under way in securing rate standardization and circulation facts was outlined.

After brief talks by members of the staff, the meeting was thrown open for discussion. Many suggestions were made by the advertising men present in reference to rates, circulation and methods of finding markets for products among the different groups of foreign-born.

Changes in E. P. Remington Agency

There will be several changes about August 1 in the active management of the E. P. Remington Agency, Buffalo. Carl J. Balliett will be in charge of the planning, service and copy departments, in place of Alex F. Osborn, who leaves to associate himself with the Barton & Durstine Company, New York. W. J. Richard becomes office manager and F. M. Fugazzi will be manager of the contract department.

Will Sell Boys' Clothing Only

The West End Clothing Company, of Chicago, announce the opening within a short time, of an establishment for the exclusive sale of boys' clothing. A specialty store of this type is somewhat unusual, and is apparently a natural result of the national advertising being done by numerous manufacturers in that field.

"Automotive Exporter" a New Trade Paper

A new export publication is *The Automotive Exporter*, published in New York. An unusual feature of this paper is the printing, in parallel columns, of all the editorial contents in three languages, namely Spanish, English and French.

New Account Placed with Vanderhoff & Co.

The Ideal Laboratories, of Chicago, have placed their advertising account with Vanderhoff & Co., of that city. Advertising for the present will be confined to newspapers in Illinois.

MAINE'S Great Market Place PORTLAND

- the greatest population
- the richest population
- the jobbing center
- the shopping center
- the society center
- the vacation center
- the financial center

The Evening Express

The One Great Afternoon Daily
of Portland, Maine

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT CONNECTICUT

The manufacturer who is advertising and marketing his goods in Bridgeport is finding that per capita, it is one of the great markets of the country—and the manufacturer who is not advertising in Bridgeport is passing up a real market opportunity.

The Bridgeport Post and Standard - Telegram

Connecticut's Largest Circulation!

carries the advertiser's message into more than 45,000 homes every day.

It is the Great Salesforce of Bridgeport.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1883 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$90; half page, \$45; quarter page, \$22.50; one inch, minimum \$7. Classified 50 cents a line, Minimum order \$2.50.

JOHN IRVING ROMER, Editor
 FREDERICK C. KENDALL, Managing Editor
 JOHN ALLEN MURPHY, Associate Editor
 ROY DICKINSON, Associate Editor
 R. W. PALMER, News Editor

EDITORIAL STAFF:

Burnham McLeary Frank H. Williams
 Helen A. Ballard S. E. Kiser

Chicago: G. A. Nichols
 London: Thomas Russell

NEW YORK, JULY 10, 1919

An Advertiser's Moral in Liquor's Fall

Manufacturers who sell to retailers cannot help being impressed with one of the main causes for the downfall of the liquor business. This was the failure of the brewer and the distiller to give constructive attention to the retail end. They concerned themselves with manufacturing. They advertised their goods and carried on publicity propaganda. They worked hard to combat the rising sentiment against liquor. No such widespread institutional advertising reaching out into so many angles ever was done before. And then, after spending millions in making and advertising, they let the retail part take care of itself.

Is not this neglect of the retailer being duplicated in a measure by some manufacturers? They devote time and money to bringing and keeping their goods up to the highest standard. They advertise liberally to increase consumer demand and good will. Then they do not realize adequate dividends on this because of failure properly to line up the retailer. PRINTERS' INK a few months ago told about an Indiana dealer whose attitude towards a famous nationally advertised talking-machine actually shut that product out from an entire county. This was a case where the dealer was well acquainted with the merits and salability of the machine, but objected to the company's selling proposition.

Almost any manufacturer will wax indignant if told he is neglecting the retailer. But this does not alter the truth of the condition in many instances. The neglect is not intentional, of course. The manufacturer is ready to help, and he does help. But the trouble is the help is not constructive and practical enough.

One big concern advertised broadcast its willingness and preparedness to assist its customers in every phase of their store activities. Then it placed the whole proposition in the hands of one advertising man. This man would have done quite well as advertising counsellor along a variety of lines. He was a clever worker and a good thinker. All he lacked—and this was a fatal lack—was a knowledge of the retail store.

The trouble with much of the service work, as PRINTERS' INK has said several times, is that it often is the product of a desk theorist. You have got to know a lot more than how to make a clever layout or write good copy if you want to do something worth while for the retailer. You have got to know the retailer, his problems and his customers. There is no royal road to this sort of knowledge. The best way to get it is to go out and dig for it—to go right to the retail store, work or talk with the retailer and bring

to bear upon his difficulties the fresh viewpoint of the outsider.

Many of the most successful concerns in the country have found that this is the only basis upon which real service to the retailer can be built.

Employees' Advertising and Mawkish Sentimentality

Manufacturers and other large business concerns all over the country are now working at what may be their greatest advertising problem. Their advertising activities heretofore have been confined to selling their goods to their customers and to their customers' customers. Now they are working on the no less important proposition of selling themselves to their employees. This is going to mean advertising of a new kind. And that it actually is advertising is shown by the fact that some big concerns have turned over to their advertising departments the task of getting them right with the rank and file of their employees.

This is institutional advertising of a new kind that has limitless possibilities. It is an interesting example also of the many-sidedness of advertising. Just as was said in a PRINTERS' INK article on Senator Capper, there is a vast deal more to advertising than the mere sending out of printed matter the direct purpose of which is to sell goods.

Those who have to sell themselves to their employees—and this means practically everybody who has employees in any number—will do well carefully to ponder the statements made by Julius Rosenwald in a recent issue of PRINTERS' INK. Mr. Rosenwald strikes a note that is particularly welcome at this time when sentiment and impulse are likely to be given too full rein. He thinks the strictest business consideration should rule, meaning by this that the employee should get absolutely everything that is coming to him without having to ask for it or fight for it. And really does not this seem reasonable? What more

can anybody ask? Mr. Rosenwald, as the captain general of 40,000 employees and with a most unusual selling task to perform, inasmuch as all his dealings with his customers must be carried on in an artificial way by mail, has in his advertising to his employees really a bigger task than he has in advertising to his seven million customers. A person's job is about the most important thing in his life. Without it he couldn't eat. Yet many employees, unless they are advertised to, are likely to regard their jobs as about the least important thing in their daily routine. Mr. Rosenwald's remedy for this condition, as he tells it to PRINTERS' INK, is to let hard and fast business considerations rule.

Many a successful advertiser who is a past master in interpreting the psychology of selling goods and of understanding his customers proceeds in the most bungling way when it comes to dealing with his employees. If he has a doctor or a nurse on the premises to take care of any cases of sudden illness or injury that may come up during the day, if he has a rest room for his women employees, he is likely to spoil the whole thing by calling it welfare work. He may put in charge some meddlesome sociologist, man or woman, just out of university. The employees either resent or ignore the whole thing. Whether or not they are subjects for social study and uplift they don't like to have people think so.

Mr. Rosenwald makes it plain to Sears Roebuck's 40,000 employees that all these and other things that are done for them are caused by business considerations. Sears Roebuck has found that short hours, good working conditions, fair salaries and an exceptional opportunity to participate in the concern's profits will work out in a far better way for all concerned than the old time grinding tactics or any high brow sociological principles.

This employee proposition has got to be thought through on a business basis with the sociology left out and, you might say, with

the selfishness left in. Advertising principles should rule, just as they do in the matter of selling goods. When a piece of merchandise is advertised to a consumer he knows business considerations are behind it. He knows the manufacturer is going to give him good value for his money because the manufacturer wants him to buy again. The whole transaction is reduced to a cold basis of dollars and cents.

The various advertising managers who are charged with the important duty of selling their concerns to employees would do well to ponder this principle with the utmost care.

What High Wages and Advertising Can Accomplish

Why is it we haven't heard so much lately about the whole country's going to the bow-wows — because wages are so high? When men like Frank Vanderlip and Bernard M. Baruch tell the public in interviews that high wages are a good thing, when some of the "old-line" manufacturers, even, who view everything with alarm that seems to give the workingman more than he used to have in his pay-envelope every week, allow somewhat against their own better judgment, perhaps, that you can't expect wages to come down if living conditions don't come down also, we must be up against a new set of circumstances, a new vision must have come. The price of goods to the consumer is an important factor in wages, which are always relative.

Under the old-style methods of selling, a certain well-known article which costs \$5 to make, used to cost almost \$50 to sell. It has long been recognized that advertising is one of the big economies in the whole system of distribution which, under obsolete methods, adds so much to the cost of the finished product. Many a firm has cut its selling costs from two to eight per cent with a well-conceived advertising plan linked up with aggressive sales methods.

And this in the face of the keenest sort of competition.

The Oneida Community, making silverware, through advertising increased its annual turnover more than eight times within a space of ten years and at the end of that time had reduced its sales expense, including advertising, by more than three per cent. This experience has been duplicated in wearing apparel, food products and other necessities.

Increased demand is undoubtedly caused by the right kind of advertising, distribution costs are cut by modern sales and advertising methods; and in expanded production, the unit cost always declines. With distribution at the present time bound only within the limits of the globe, and with advertising holding a new place in the minds of the people of the world through its war-time service, this big power, by lowering the unit cost, can serve all men in all climes by reducing the cost to them of the finished commodity.

Operating economies, with better training and industrial good will, have more than taken up the extra cost of wages in many a plant, and made it possible to pay the same old profits with a very much higher labor cost. With advertising acting as the great economy in distribution in all parts of the world, a really fundamental opportunity is offered for advertising to help in the new scheme of things. With more money to purchase the necessities and some of the luxuries of life, and the cost of such things reduced by economies of distribution, advertising among them, the entire standard of living can be raised to a point where many of the present legitimate causes for dissatisfaction will not any longer be present.

Powel Joins Crowell Publishing Co.

H. W. H. Powel, editor of *Harper's Bazar* before the war, during which he served in the air service, and more recently with the Morse International Agency, New York, has joined the Crowell Publishing Company, to do promotion work.

Washington (D. C.) Opens the Door to National Demand

Create an appreciable demand for your product in the City of Washington and you will have laid the foundation for active National demand which will speedily follow.

Washington is no longer a local community. It is the National City—the heart of the nation. Its business is the nation's business. Its population, the nation's workers—mobilized from every section of the country. The eyes of the world are centered upon Washington as upon no other spot on the American map.

Thus Washington offers this unusual opportunity to every manufacturer seeking national distribution through national demand—and that's the character and influence of the audience the Washington Star reaches every day in the year.

The logical point to inaugurate a national campaign is Washington—and the only medium necessary to completely cover Washington is **THE STAR**. This *one paper* in this *one city*, will nationalize your product to a degree impossible through any other single local medium.

Our Statistical Department will be glad to compile a comprehensive digest of Washington and its national potentialities as applied to your specific product, upon request.

The Evening Star

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

**New York Office
Dan A. Carroll
Tribune Building**

**Chicago Office
J. E. Lutz
First Nat. Bank Building**

Checking Up On Dealers

Are you getting full returns in use of advertising helps, electros, etc., that you furnish to dealers? Press clipping service will help you find out. National or sectional fields covered.

CENTRAL PRESS CLIPPING SERVICE
Suite 1109 K. of P. Bldg., Indianapolis, Ind.



and BUILDING MANAGEMENT

Great shortage in offices and apartments. This means many new buildings next year. The owners and managers are planning for them now. They can be reached only by advertising in this paper.

City Hall Square Building, Chicago

Howell Cuts
for house organs
direct mail and
other advertising
ask for proofs
Charles E. Howell, 305 Fifth Ave., New York

To secure Trade from South and Central America, Mexico, West Indies, Spain, Portugal, etc.

ADVERTISE IN

EL COMERCIO

Established 1875



The Oldest Export Trade Journal in the world.

Circulation Audited by A. B. C.

Sample Copy, Circular Rates and full particulars upon request.

J. Shepherd Clark Co.

Editors and Publishers

BURNET L. CLARK, President & Mgr.
114 Liberty St., New York City

Binders for Printers' Ink

75 Cents Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible. Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO
185 Madison Avenue - - New York

Henri, Hurst & McDonald Make Additions

W. C. Jackman and H. A. Rick have become associated with Henri, Hurst & McDonald, Inc., advertising agents of Chicago. Mr. Jackman has been in merchandising and advertising work for some time and Mr. Rick was formerly with the J. Roland Kay Company, of Chicago.

Newspaper Appoints Representatives

The Post Publishing Company, Bridgeport, Conn., publishers of the *Bridgeport Post* and the *Standard Telegram*, has appointed John Glass, of Chicago, its Western representative, and I. A. Klein, of New York, its Eastern representative.

Campbell-Ewald Adds to Staff

E. J. Poag, formerly connected with the advertising department of the Studebaker Corporation, and F. D. Richards, just returned from service in France, have joined the copy staff of the Campbell-Ewald Company, advertising agents of Detroit.

Doering with Napier Saw Works

H. G. Doering, at one time advertising manager for Elbert Hubbard, and later connected with the Truscon Laboratories in a mail order and sales promotion capacity, has since his recent discharge from the Aviation Section of the U. S. Army, joined the Napier Saw Works of Springfield, Mass., as advertising manager.

Walter Towers with Reo

Walter Towers has become associated with the advertising department of the Reo Motor Car Company, Lansing, Mich. Mr. Towers has been doing publicity work in France for the Y.M.C.A. and previous to that was editor of the *American Boy*.

E. A. Batchelor Returns from Overseas

E. A. Batchelor, formerly with the *Detroit News*, and just returned from France, where he spent a year as a war correspondent, has joined the Miller-Beasley agency of Detroit.

Chamberlin Weatherstrip Co. to Advertise

The Chamberlin Weatherstrip Company, of Detroit, will inaugurate a national advertising campaign within the next two weeks. The account has been placed with the Campbell-Ewald Company of that city.

C. L. Elder Makes New Connection

C. L. Elder, formerly in the advertising department of the International Trade Press, has left that organization to assume the duties of advertising manager for the Bestwall Manufacturing Company, Chicago.

Changes on Editor and Publisher

W. D. Showalter, formerly managing editor of *Editor and Publisher*, has been made editor; John F. Redmond succeeds Mr. Showalter as managing editor, and Dan F. Miller becomes news editor.

Advertising Agencies

know the unkind remarks advertisers usually make when the finished job turns out different from the progressive proofs.

If a good printer is employed, this never happens with Trichromatic plates—because our proofs are not “prettied up.”

Our progressives show what is really in the plates, and can be equalled or bettered on the cylinders.

The TRICHROMATIC Engraving Company

PRINTING CRAFTS BLDG., 461 EIGHTH AVENUE, N. Y. C.
J. H. TRYON C. A. GROTZ

Read by the buyers of space, agencies, advertising managers, business men and publishers—the ideal medium for intensively cultivating the growing field west of the Rockies is

Western Advertising

The only advertising journal published in a territory of 10 million people. Rich in its possibilities for the development of new advertising accounts. Rates on application. A live, up-to-the-minute, handsomely printed, monthly magazine you'll like to see and read. Sample copies free.

RAMSEY OPPENHEIM CO., Publishers, SAN FRANCISCO

“GIBBONS Knows CANADA”

EXTENSION MAGAZINE

CIRCULATION:

270,000 for August, 1919.

CIRCULATION:

35% in excess of guaranteed amount.

CIRCULATION:

In homes that is unique and valuable because hard to reach by any other advertising medium.

CIRCULATION:

That also reaches all the Catholic Institutions, impossible to reach by any better means.

Rate \$1.00 per agate line

EXTENSION MAGAZINE

Member of Audit Bureau of Circulations

General Offices:

223 W. Jackson Blvd., Chicago, Illinois

F. W. HARVEY, Jr.
General Manager

JAMES K. BOYD
Advertising Manager

Eastern Representatives:

LEE & WILLIAMSON, 381 Fourth Avenue, New York City

JULY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR JULY(Exclusive of publishers' own
advertising)

Standard Size

	Pages	Agate Lines
Review of Reviews.....	118	26,432
World's Work	106	23,744
Harper's Magazine	103	23,128
Scribner's	89	19,946
Atlantic Monthly	82	18,465
Century	75	16,824
St. Nicholas	35	7,840
Munsey's	32	7,266
Wide World	19	4,302
Bookman	9	2,222

Flat Size

	Columns	Agate Lines
American	279	39,949
Cosmopolitan	218	31,217
Red Book	202	28,976
McClure's	129	22,030
Metropolitan	117	19,926
Sunset	115	16,532
Photoplay	112	16,134
American Boy	80	16,064
Hearst's	85	14,534
Motion Picture Magazine...100		14,335
Everybody's	84	12,087
Boys' Life	79	10,745
Boys' Magazine	37	6,546
Current Opinion	21	2,912

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
Vogue (2 issues)	405	64,068
Ladies' Home Journal.....	240	48,078
Woman's Home Companion..202		40,400
Pictorial Review	180	36,042
Good Housekeeping	243	34,838
Harper's Bazar	191	32,088
Delineator	153	30,619
Woman's Magazine	136	27,296
Designer	136	27,240
McCall's	89	17,800
Modern Priscilla	74	12,432
People's Home Journal....	46	9,319

August
Cosmopolitan
contains
the
announ-
cements
of 281
of the
best
private
schools
and
summer
camps
in
America

	Agate
	Columns Lines
People's Popular Monthly..	44 8,484
Mother's Magazine	56 7,943
Green Book	45 6,489
Needlecraft Magazine.....	28 5,322
Today's Housewife	25 5,068

**VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CARRY-
ING GENERAL AND CLASS
ADVERTISING**

(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
Motor Life	353 55,833
System	300 43,038
Popular Mechanics (pages)...	149 33,376
Vanity Fair	192 30,430
Country Life	152 25,536
Field and Stream.....	151 21,691
Popular Science Monthly..	131 20,002
Physical Culture	136 19,431
Electrical Experimenter....	116 17,063
National Sportsman.....	91 13,106
House and Garden.....	81 12,806
Theatre	73 12,313
Outers' Book-Recreation....	84 12,133
Outing	77 11,064
Association Men	77 10,854
Forest and Stream.....	71 10,518
House Beautiful	47 7,348
Illustrated World (pages)...	17 3,978
International Studio	27 3,757
Extension Magazine	19 3,097

**VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES**

(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
MacLean's	203 35,557
Everywoman's World.....	108 21,763
Canadian Home Journal....	106 21,390
Canadian Courier (2 June issues)	98 17,938
Canadian Magazine (pages)	56 12,544

**VOLUME OF ADVERTISING IN
JUNE WEEKLIES**

(Exclusive of publishers' own
advertising)

	Agate
	Columns Lines
June 1-7	
Saturday Evening Post..	409 72,345
Literary Digest	254 38,671
Town & Country.....	143 24,184

	Agate
	Columns Lines
Collier's	100 12,022
Leslie's	56 9,504
Life	56 8,540
Christian Herald	46 8,000
Scientific American.....	44 7,597
Outlook	50 7,400
Independent	36 5,579
Nation	26 3,747
Youth's Companion.....	18 3,717
Churchman	25 3,566
Judge	23 3,328

June 8-14

Saturday Evening Post..	420 71,400
Literary Digest	257 39,172
Town & Country.....	136 22,996
Collier's	119 20,285
Leslie's	64 10,935
Scientific American	48 8,187
Outlook	52 7,715
Life	51 7,200
Christian Herald	35 6,065
Nation	31 4,470
Independent	28 4,322
Youth's Companion	13 2,761
Churchman	16 2,271
Judge	12 1,711

June 15-21

Saturday Evening Post..	366 62,221
Literary Digest	240 36,536
Town & Country.....	108 18,200
Collier's	106 18,164
Leslie's	75 12,806
Scientific American	57 9,733
Outlook	52 7,731
Independent	46 6,006
Life	40 5,651
Christian Herald	28 4,790
Churchman	19 2,670
Nation	16 2,337
Youth's Companion.....	11 2,293
Judge	14 2,085

June 22-28

Saturday Evening Post..	383 65,144
Literary Digest	197 30,000
Collier's	81 13,811
Leslie's	60 10,293
Outlook	58 8,630
Scientific American.....	43 7,341
Life	44 6,261
Independent	36 5,154
Christian Herald	24 4,249
Youth's Companion	20 4,040
Nation	20 2,808



If you admired
this American

then there is something for
you in the July 16 issue of

The
Outlook

Page
Column Lines
....100 17,032
.... 56 9,594
.... 56 8,540
.... 46 8,000
.... 44 7,599
.... 50 7,400
.... 36 5,179
.... 26 3,947
.... 18 3,717
.... 25 3,566
.... 23 3,320

.420 71,000
.257 39,172
.136 22,996
.119 20,385
.64 10,925
.48 8,187
.52 7,715
.51 7,300
.35 6,893
.31 4,470
.28 4,123
.13 2,763
.16 2,271
.12 1,753

66 62,321
40 36,536
08 18,300
06 18,164
75 12,826
7 9,733
2 7,735
6 6,606
0 5,653
8 4,790
2 2,670
2,357
2,293
2,085

65,144
30,000
13,831
10,293
8,630
7,341
6,261
5,134
4,249
4,040
2,906

	Agate Columns	Lines
Churchman	17	2,404
Judge	9	1,333

Totals for June

Saturday Evening Post.....	271,208
Literary Digest	144,468
Collier's	69,312
†Town & Country.....	65,380
Leslie's	43,628
Scientific American	32,858
Outlook	31,529
Life	27,710
Christian Herald	23,140
Independent	21,145
Nation	13,380
Youth's Companion	12,813
Churchman	10,911
Judge	8,499

†3 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

	Agate Columns	Lines
1. Motor Life.....	353	55,833
2. Ladies' Home Journal. 240	48,078	
3. System	300	43,038
4. Woman's Home Comp. 202	40,400	
5. American	279	39,949
6. Pictorial Review.....	180	36,042
7. MacLean's	203	35,557
8. Good Housekeeping....	243	34,838
9. Popular Mechanics (pages)	149	33,376
10. Harper's Bazar.....	191	32,088
11. Cosmopolitan	218	31,217
12. Delineator	153	30,619
13. Vanity Fair.....	192	30,430
14. Red Book.....	202	28,976
15. Woman's Mag.....	136	27,296
16. Designer	136	27,240
17. Review of Reviews (pages)	118	26,432
18. Country Life.....	152	25,536
19. World's Work (pages). 106	23,744	
20. Harper's Mag. (pages). 103	23,128	
21. McClure's	129	22,030
22. Everywoman's World.. 108	21,763	
23. Field & Stream.....	151	21,691
24. Canadian Home Journal 106	21,390	
25. Popular Science Mthly. 131	20,002	

Mail-Order Firm Opens 14 Self-Serve Stores

BUFFALO, N. Y.—The Larkin Company, manufacturers of women's apparel, and mail-order dealers, have opened a chain of fourteen retail stores located in all sections of this city. The establishment of retail stores is a new departure for the company and in a public announcement the Larkin Company says more stores will be opened later.

The stores are operated on the self-serve principle. They have no telephones and only one clerk is attached to each store. No merchandise is delivered and all purchases are for cash only.

Orders are taken for merchandise that is not displayed or kept in stock so that all of the products of the company are available to customers. If the merchandise is not in stock, a regular mail-order form can be filled out and the merchandise will be delivered direct from the factory if a certain amount is ordered and the delivery charges are paid.—*Women's Wear.*

Grocers Opportunity in the Soft Drink Boom

The St. Louis *Interstate Grocer* advises all grocers to go after and develop family trade this summer in selling case lots of bottled soft drinks. A recent editorial in that journal says: "With prohibition the increase in the consumption of soft drinks will be tremendous. That is also true of candy. "Statistics show that the retail grocer works on the lowest overhead of any type of retailer and as such enjoys a decided advantage. Moreover, he comes in contact with all the people, whereas retailers in other lines have not the same opportunity. There is an opening for bulk sales of soft drinks, as many families have been in the habit of buying beer in case lots, who will switch to something else. Others can be induced to buy a case, and through the right kind of effort the grocer can avail himself of the opportunity to get a good share of this business. It will take a little work, but the profit and increased business justifies it."

Charles J. Brand Heads New Corporation

Charles J. Brand, formerly chief of the Bureau of Markets of the Department of Agriculture, will be head of the newly organized American Fruit Growers, Inc. This organization, as already announced in *PRINTERS' INK*, will concern itself with the growing and distribution of fruit, and will attempt to standardize the growing, grading, packing and marketing of such products.

Pollock Joins Hanser Agency

R. S. Pollock, for the past three years secretary of the Redfield & Fisher Agency, of New York, has resigned to become associated with the Hanser Agency, of Newark, N. J.

Chicago-Tribune
Chicago-Herald-
Examiner
Chicago Daily News
Chicago American
Chicago Evening
Post
Chicago Evening
Journal

Victory & Hill List
Illustrated
Companion
Household Journal
New Ideas
Everyday Life
Weekly Kansas
City Star
Weekly Kansas
City Journal

Farm Machinery—
Farm Power
Implement & Trac-
tor Age
Power Farming
Dealer
Agronomist Maga-
zine
Weekly Toledo
Blade

Motor Age
Motor World
Automobile Topics
Aerial Age
Commercial
Vehicle
Commercial Car
Journal
Farm Journal
Successful Farming
Country Gentleman
Farm and Home
Farm and Fireside
Farm Life
Better Farming
Rural New Yorker
Ohio Farmer
American
Agriculturist
New England
Homestead
National Stockman
and Farmer
Pennsylvania
Farmer
Practical Farmer
Michigan Farmer
Gleaner
Indiana Farmer's
Guide
Prairie Farmer
Orange Judd
Farmer
Wisconsin
Agriculturist
Wisconsin Farmer
Iowa Homestead
Wallaces' Farmer
Farmer and Breeder
Iowa Farmer
The Farmer
Farm Stock and
Home
Dakota Farmer
Northwest
Farmstead
Farmer's Mail
and Breeze
Kansas Farmer
Nebraska Farmer
Nebraska Farm
Journal
Nebraska Ruralist
Farm and Ranch
Oklahoma Farmer
Oklahoma Farmer-
Stockman
Farmer and
Stockman
Journal of
Agriculture
Missouri Ruralist
Missouri and
Kansas Farmer
Missouri Valley
Farmer
National Farmer
and Stock Grower
Progressive Farmer
Southern Planter
Arkansas
Homestead
Southern Ruralist
Inland Farmer
Southern
Agriculturist
Southern
Cultivator
Breeder's
Genetic
Hoard's Dairyman
Kimball's Dairy
Farmer
American Fruit
Grower
Power Farming
Pacific Rural Press
California
Cultivator
Orchard and
Farm
Washington
Farmer
Western Farmer
Oregon Farmer
Idaho Farmer
Western Farm
Life

MAGAZINES

Life
Judge
Popular Magazine
Argosy
Saturday Evening
Post
Callie's
Ladies
Tough's Companion
Christian Herald
Outlook
Literary Digest
Independent
Popular Mechanics
Scientific American
Popular Science
Monthly
Illustrated World
Railroad Man's
Magazine
Ainslie's
Smith's
Everybody's
McClure's
Monsey's
Compendium
Hearst's
American
Metropolitan
Red Book
Review of Reviews
World's Work
Current Opinion
Country
Harper's
Berliner's
Sunset
Outing
Ladies Home
Journal
Woman's Home
Companion
Good Housekeeping
Delineator
Designer
Woman's Magazine
Pictorial Review
Woman's World
McCall's
Needlecraft
Today's Housewife
People's Home
Journal
Modern Fricellia
Mother's Magazine
Farmer's Wife
Vanity Fair
Vogue
Harper's Bazar
Town and Country
New Country Life
House and Garden
House Beautiful
System
R. Nicholas
American Boy
Boy's Magazine
Comfort
Home Life
Household
Household Guest
Gentlewoman
People's Popular
Monthly
Home Friend
American Woman
Boy's Weeklies
Orbit
Capper's Weekly
Farmer's Dispatch
S. Paul Rural
Weekly
Pittsford
Dunbar Great
Divide
Small Weekly Farm
News

How Much of It Was Theirs?

The first six months of this year break all records for space used by advertisers.

Advertisers, publishers and agents need to analyze this enormous volume of advertising if they would intelligently estimate their competition and lay their plans to meet it. Our special reports on the first half of 1919 will tell you how much space was used by any advertiser or industry, in any or all of 194 publications.

We can furnish similar data for any period of time during the past seven years.

Our figures are absolutely accurate and accepted as standard.

"Let 7 Years of Facts Guide You!"

Advertising Record Co.

formerly the Washington Press

170 W. Washington St., Telephone
Chicago, Ill. Main 1950

St. Louis Republic
Weekly Globe-
Democrat
Atlanta Tri-Weekly
Constitution
Atlanta Semi-
Weekly Journal
Chilton Tractor
Journal
Implement & Trac-
tor Journal
Farm Implement
News

Tractor & Trailer
Memphis Weekly
Commercial-Appeal
Motor
Motor Life
American Motorist
Power Wagon
Auto Dealer and
Repairer
Motor Truck
Auto Trade Journal
Ford Owner
Automotive
Industries

Power Farming
Pacific Rural Press
California
Cultivator
Orchard and
Farm
Washington
Farmer
Western Farmer
Oregon Farmer
Idaho Farmer
Western Farm
Life

"PRINTERS' INK'S" FOUR-YEAR RECORD OF JULY ADVERTISING

GENERAL MAGAZINES

	1919	1918	1917	1916	Total
American	\$39,949	\$24,156	\$19,753	\$13,060	\$96,918
Cosmopolitan	\$31,217	\$24,671	\$21,938	18,818	\$96,644
Harper's Magazine	23,128	19,199	19,282	19,712	81,321
Review of Reviews	26,432	15,824	16,623	20,776	79,655
Metropolitan	\$19,926	\$15,232	\$19,209	\$22,448	76,815
World's Work	23,744	16,451	17,251	18,405	75,851
McClure's	\$22,030	\$11,255	\$18,671	\$21,242	73,198
Red Book	\$28,976	\$16,313	8,716	8,726	62,731
Sunset	\$16,532	\$12,705	\$16,786	\$15,987	62,010
Scribner's	19,946	11,673	12,840	14,529	58,988
American Boy	16,064	11,551	12,369	11,002	50,986
Hearst's	\$14,534	\$11,134	\$10,384	\$10,454	46,506
Century	16,824	8,754	9,689	10,251	45,518
Atlantic Monthly	18,465	9,976	9,684	6,098	44,223
Everybody's	\$12,087	\$9,472	\$9,090	\$12,020	42,669
Motion Picture Magazine	\$14,335	\$11,086	5,717	4,701	35,839
Photoplay	\$16,134	\$9,625	4,584	3,980	34,323
Boys' Life	10,745	7,033	6,967	5,957	30,702
St. Nicholas	7,840	6,367	8,017	6,728	28,952
Boys' Magazine	6,546	5,351	7,675	6,269	25,841
Munsey's	7,266	5,999	3,885	7,859	25,009
Current Opinion	\$2,912	\$3,064	\$2,998	\$4,788	13,762
†Changed from standard to flat size.					
	395,632	266,891	262,128	263,810	1,188,461

WOMEN'S MAGAZINES

Vogue (2 issues)	64,068	48,019	55,798	52,550	220,435
Ladies' Home Journal	48,078	36,245	33,784	22,150	140,257
Harper's Bazar	32,088	24,595	23,344	25,790	105,817
Woman's Home Companion	40,400	20,704	19,760	18,930	99,794
Good Housekeeping	\$34,838	\$23,921	\$25,241	15,269	99,269
Pictorial Review	36,042	18,254	21,471	13,646	89,413
Delineator	30,619	19,536	15,563	14,147	79,865
Woman's Magazine	27,296	15,507	14,110	12,636	69,549
Designer	27,240	15,558	14,052	12,289	69,139
McCall's Magazine	*17,800	*15,674	9,663	7,164	50,301
Modern Priscilla	12,432	7,606	7,040	6,432	33,510
People's Home Journal	9,319	6,483	8,244	8,316	32,362
Mother's Magazine	7,943	7,060	8,260	8,703	31,966
Needlecraft Magazine	5,322	3,414	4,133	2,948	15,817
†Changed from standard to flat size.					
	393,485	262,576	260,463	220,970	1,137,494

*New page size.

CLASS MAGAZINES

System	\$43,038	\$31,693	\$37,875	23,688	136,294
Popular Mechanics	33,376	22,395	27,355	24,106	107,232
Vanity Fair	30,430	18,945	25,816	30,801	105,992
Country Life	25,536	18,905	22,545	25,550	92,536
Field and Stream	21,691	13,910	17,624	14,896	68,121
Popular Science Monthly	\$20,002	14,148	16,593	14,846	65,599
House and Garden	12,806	10,428	13,318	11,169	47,721
Physical Culture	\$19,431	\$10,522	7,611	7,556	45,120
National Sportsman	\$13,106	8,806	10,578	11,536	44,026
Theatre	12,313	9,371	8,640	10,320	40,644
Outing	\$11,064	\$10,490	8,769	7,343	37,666
House Beautiful	7,348	5,218	7,453	5,896	25,915
International Studio	3,757	3,922	4,088	5,210	16,977
†Changed from standard to flat size.					
	253,898	178,753	208,265	192,917	833,833

WEEKLIES (4 June Issues)

Saturday Evening Post	271,208	*200,359	*191,981	125,152	788,700
Literary Digest	144,468	*96,568	*88,875	65,782	395,693
Collier's	\$69,312	*60,579	*81,709	62,564	274,164
Town & Country	\$65,380	*49,074	*51,916	*52,405	218,775
Leslie's	43,628	*38,756	34,675	*41,509	158,568
Scientific American	\$32,858	*32,574	*28,010	30,700	124,142
Life	27,710	17,768	20,690	*38,816	104,984
Outlook	31,529	20,646	26,091	24,864	103,130
Christian Herald	23,140	12,779	12,675	21,626	70,220
†Smaller page size					
*5 issues.					
†3 issues					
	709,233	529,103	536,622	463,418	2,238,376
Grand Totals	1,752,248	1,237,323	1,267,478	1,141,115	5,398,164

OF JULY

Wherein the Subject of St. Nicholas Circulation Is Brought Up!

"How much circulation has St. Nicholas, now, Mr. Parker—and what's the rate?"

It was a big manufacturer and advertiser of sports and hard-wear clothes for boys and girls who asked the question. We had been talking about St. Nicholas for his use and I could see he was beginning to be interested in the *idea* back of St. Nicholas. I had said:

"These thousands and thousands of boys and girls who come from the average well-to-do families in this big country of ours constitute a real force in selling and more and more advertisers are coming to recognize their possibilities. They are just as much alive to the food they eat, the clothes they wear, the toilet articles they use, etc., as any grown-up person—more so, perhaps, because their minds, being younger and fresher, are more enquiring."

"But they don't actually buy these things themselves," Mr. Blank said thoughtfully.

"No, in numerous cases they don't perhaps. But take these fine outdoor clothes you make for boys and girls. Don't you actually believe that your copy in their own magazine will make them want these clothes for themselves just as easily as copy in their mothers' magazines will make their mothers want the clothes for them?"

"Yes, I can readily see how the right kind of copy would produce that result—but they don't actually—"

"What of it? If you don't believe that straightforward advertising to these young folks who read St. Nicholas and love it best of all, won't influence the purchase of the things you have made them want—then you don't believe in the power of advertising at all. I'll wager that fine boy and girl of yours know how to ask for what they want."

Mr. Blank smiled reminiscently.

"You're right, Parker—and they just about get what they want, too. Your idea, then, is that all these youngsters have a lot to say about the things they wear and it's up to me to make them want the kind of clothes I make for sports wear and camping. It's a good idea—it's getting at the actual purchaser in a way she cannot turn aside or forget." Again he smiled reminiscently, as though remembering past performances of his own youngsters. "It's worth do-

ing all right if I can do it reasonably enough." And then he asked the question about circulation and rate.

"Mr. Blank, the rate of \$150 per page is based on a net paid circulation of 50,000. At the present time our average net paid circulation is 67,000 copies and it's increasing steadily every month. These copies, it is safe to say, go into the finest homes in this country where St. Nicholas is a real influence. But the actual reading circulation, through libraries, schools, clubs, lending and re-lending, is almost beyond computation, certainly beyond belief until you know what we know about it.

"For instance, St. Nicholas is used in some schools in every state of the Union for recreation, reference and actual classwork. It takes 5,000 copies every month to supply the libraries. The reports we get from the librarians are illuminating. 'They are never on the shelf.' 'Not any on the shelf today, and this is usually so.' 'Too shabby to bind!' 'There is no magazine more popular.' 'We decided to put one copy in the main reading-room because of the number of calls from grown-ups'; etc., etc.

"Then there is the lending that goes on. We know of one young girl who has a list of sixteen friends to whom she lends her copy of St. Nicholas each month—and the order in which they enter their names in a book kept for the purpose, is the order in which they receive the magazine.

"Now, my good friend, if you can tell me of any other magazine that can give you such a variety of real advertising values and such a nation-wide reader interest circulation—both grown-up and juvenile—as St. Nicholas gives you, I'd like to have you mention it. Then, too, don't forget that all of this service costs only \$150 per page—\$1800 for a whole year's campaign in which to be constantly talking to hundreds of thousands of red-blooded American boys and girls. Come into St. Nicholas—it will do you much good!"

I want to say the same thing to all you fine advertisers of things that are needed in good homes where there are youngsters—Come into St. Nicholas—it will do you much good. On the other hand, if you put it off, it will make your work more difficult in the future and more expensive.

Don M. Parker
Advertising Director.

16 Total
060 96,918
818 96,644
712 87,321
776 79,885
448 76,815
405 75,851
242 73,196
726 62,721
987 62,010
529 58,988
302 50,986
154 46,506
251 45,518
998 44,221
20 42,469
01 35,839
80 34,323
57 30,702
28 28,952
69 25,841
59 23,009
58 13,762
10 1,188,461

0 220,435
0 140,257
0 105,817
0 99,794
0 99,269
6 89,413
7 79,853
5 69,549
6 69,139
0 50,381
0 33,510
32,362
31,966
15,817
1,137,494

136,294
107,232
105,992
92,536
68,121
65,589
47,721
45,120
44,826
40,644
37,666
25,915
16,977

831,833

788,700
395,693
274,164
218,775
158,568
124,142
104,984
103,130
70,820

238,376

398,164

The Little Schoolmaster's Classroom

THE Schoolmaster has often wondered how much time is wasted in restaurants, especially the Russian, the Czeko-Slovak and other institutions where atmosphere is just as important as food, in making the waiters explain what the dishes all mean. When you go to your favorite Chinese restaurant sometime, watch how much effort, how many minutes are spent in explaining to the man who has never been there before what it's all about.

Down in Asheville, North Carolina, a man named Goode, runs a drug store. He has combined some attention-getter copy with some explanatory - reason - why stuff, which certainly has made a hit in Asheville. Goode realizes that no trade-marked name is valuable without advertising. He therefore gave his products a real name, and then made the name mean sales by descriptive and interesting copy, which makes the reader want the goods. He issued a long, pale green cardboard menu with the following as some of his leaders, and descriptive copy that will turn many a professional green with envy

Pershing's Message of Thanks to the Boys	30c
Half a banana, sliced, with crushed strawberries poured over it, covered with whipped cream and a nice ball of ice cream on top. Its goodness tickles your palate.	
A French Maiden's Goodbye to Our Boys	35c
Mixed ice cream with fruits, maple marshmallow on top, with a sprinkling of chopped nut meats, and all topped with whipped cream and a cherry—one that you can't forget.	
The Return of Alsace-Lorraine... Ice cream—vanilla and strawberry—on a split banana, crushed strawberries, crushed pineapple, decorated with fresh strawberries and whipped cream makes an impression.	30c

Although Asheville often goes Democratic, the cheapest thing on the list is "Wilson's Return, 20c," which is almost half the value of "Belgium's Thanks to the U. S. A.," at 35c.

On the back of the menu is a personal message to the customers of the store. "The quality of our soda should appeal to you," it says. "Every drop of water used is filtered. All fruit syrups are made from the most luscious ripe fruits and high-grade granulated sugar. We cater to soda drinkers who have cultivated a discriminating taste.

"The only odor you get at our fountain is the refreshing fragrance of fresh fruits. The fountain is supplied with pure Jersey cream, which comes from a sanitary dairy. The eggs we use are received daily direct from the farm."

Here is a retailer who has gained patronage by up-to-the-minute timely advertising, and secures for his store a personality which is always a valuable asset. A final reminder for the customer to come again is the slogan of the store.

"Drink at Goode's—'It Is Better.'"

The Schoolmaster passes on Mr. Goode's idea to the readers of the classroom, because it is a plan that can be applied to many different kinds of businesses.

* * *

The effect of stage-talk on our language is, of course, great. Often art anticipates life. The Schoolmaster attended a vaudeville performance several months ago. One of the comedians pulled out a letter from his pocket.

"Where is it from?" his partner asked.

"Imka!"

There was the usual exchange of banter regarding the correctness of this. Finally the first comedian handed the envelope to the other, who spelled out the letters in the corner "Y. M. C. A."

In a despatch to a New York newspaper this week there is a notice that the Czeko-Slovaks, unable to pronounce Young Men's Christian Association with agree-

Building Construction Increased 130%

Building permits issued by 182 cities for May, 1919, show an increase of 130% over May, 1918, and totaled \$106,000,000. This is substantially the same as for the corresponding month of the years 1913 and 1914, and the value of building construction may be said to be on a pre-war basis.

The shortage created during the war must be made up and architects' offices throughout the country are trying their best to keep up with the demands of their clients.

THE AMERICAN ARCHITECT

is the weekly newspaper of business for the architectural profession. Its market reports and business summary furnish a basis on which to advise clients. Its illustrations are a review of current design and its articles on both design and engineering are authoritative, while the news features provide the only means available to the architect of keeping informed on matters of timely interest to the profession.

If you haven't seen a recent copy of THE AMERICAN ARCHITECT you are not familiar with "the Most Constructive Force in Architecture." A copy will be sent on request.

The American Architect

243 West 39th Street

New York

Affiliated Publications in the Building Field:

BUILDING AGE

METAL WORKER, PLUMBER & STEAM FITTER

All Members of A. B. C.

MICHIGAN
BUSINESS FARMING
 Michigan's Greatest Farm Weekly
 80,000 BUSINESS FARMERS 45¢ PER
 Michigan has 210,000 farms and over
 175,000 Farm Owners
 GEO. M. SLOCUM, Pub. Mt. Clemens, Mich.

George Seton Thompson Co.
 Planning Copy & Art { **Advertising** } Booklets
 Printing { **SERVICE** } Circulars
 Mailing { } Catalogs
 122 West Polk Street, Chicago
 Wabash 7316

➤ **FOR IDEAS**
 ➤ **FOR TRADEMARKS**
 ➤ **FOR SLOGANS**
 ➤ **FOR SNAPPY COPY**
 ➤ **FOR SALES-BUILDING**
 ➤ **FOR ANALYSIS OF CAMPAIGNS**
 ➤ **FOR ARTISTIC DISPLAY LITHOGRAPHY**
MAXWELL SERVICE
 (Not an Agency)
 P. O. Box 113, Baltimore, Md.

 **THE RICHEY DATA SERVICE**
 —how are prices going—up or down? You can speak with knowledge of sales, advertising and business conditions if you use H. D. S. July Bulletin, folder and sample sheets will be mailed YOU on request.
THE RICHEY DATA SERVICE
 403 Meridian Life Bldg., Indianapolis, Ind.

Complete Facilities For Producing Fine Printing

If you are contemplating putting forth a magazine, catalog, or fine color work, it will be to your interest to consult us.

—THE—
WM. G. HEWITT PRESS
 61 to 67 Navy Street
 BROOKLYN, NEW YORK
 TELEPHONES 5498-5499 MAIN

able facility, have decided to call it—Imka.

* * *

Many concerns are afraid to encourage their salesmen to get on intimate terms with their customers. They dislike to have their men get business on the strength of their personalities, because they imagine that will make it easy for the men to switch the trade over to some other house, should they decide to leave their present employers.

Sales managers of the new school, however, believe that their men cannot go too far in cultivating the personal relation with their customers. Aside from the merit of his proposition a salesman has no greater asset than his personality. Whether or not he will succeed as a salesman depends entirely on himself. The personal equation is the big factor in his work, and it is up to him to use it.

Knowing this, many sales directors have adopted various ingenious little plans to assist their representatives in getting their personalities across to the trade. R. A. Clarke, sales manager of Sweet-Orr & Company, told the Schoolmaster the other day of an idea of this sort he used with striking effectiveness.

One day last fall Mr. Clarke received a chatty, interesting letter from one of his salesmen, Lucien Armstrong, then serving with the American Expeditionary Forces in France. Mr. Clarke had Armstrong's letter multigraphed and mailed a copy of it to all of the soldier-salesman's customers. With it he sent a brief personal note, reading as follows:

"The enclosed is a copy of letter recently received from Mr. Lucien Armstrong, from somewhere in France. We felt you would be interested in hearing from him, as he made many friends among the trade.

"May I suggest that you drop him a few lines? You know we all like to receive a letter from the home folks. It will help him to work harder and get it over and get home. Tell him you are reserving a good order for over-

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alls and khakis, and to call soon."

The surprising thing is that retailers acted on Mr. Clarke's suggestions. Armstrong was literally showered with letters from his old territory—to such an extent that his trench companions were jealous of all the mail he received. Some of his woman customers wrote him motherly letters, advising him as to the care of his health, etc.

When Mr. Armstrong came home and got back on the old job, his customers received him with open arms, evincing as much joy over his return as though he was their own son. They all had a fat order waiting for him, as a slight token of their friendship.

* * *

Here is another way of making reasonably sure that the catalogue sent through the mail reaches its destination. All too often, even when a catalogue is sent on request, it is side-tracked by an enterprising mail clerk or office-boy and two or three weeks later the house that issued it gets a querulous letter to the effect that it was not received. Or, more likely, no such letter is written at all, and the effect is one degree worse, for the suspicion in the mind of the man who asked for the catalogue is that his request was entirely ignored.

It must be difficulties of this sort that the McCray Refrigerator Company is trying to overcome in sending out its catalogue. In the upper left-hand corner of the envelope in sizable lettering is printed: "Requested Catalogue of McCray Refrigerators." It would be a somewhat conscienceless office-boy who would decide that the boss did not want to get that catalogue. And if it came to the desk of the man who asked for it, it would stick out from the rest of the pile because of the unusual notice on the envelope.

Another Service Man Back in Agency Work

C. B. Burnett, who has just returned from overseas, has joined the staff of the Brotherton-Noble Company, advertising agents of Detroit. He will handle several of the accounts of that agency.



"CLIMAX"

SQUARE-TOP

PAPER CLIPS

Best and most economical
Paper Clip on the market

Pat. Dec.

12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.

Packed 10,000 to the Box.

10,000.....	15c	per 1,000
50,000.....	10c	per 1,000
100,000.....	8c	per 1,000
500,000.....	7c	per 1,000
1,000,000.....	6 1/2c	per 1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

DRY GOODS

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated dry goods, department and general stores than any other dry-goods paper. Ask for A.B.C. statement and sample copy.

Chicago Des Moines Indianapolis New York

FURNITURE

MERCHANTS TRADE JOURNAL

Has a larger proven paid circulation among rated furniture merchants than any other furniture publication. Ask for A.B.C. statement and sample copy.

Chicago Des Moines Indianapolis New York

MERCHANTS NATIONAL

HARDWARE JOURNAL

An unusually good buy. Ask us the reason why, and also ask for sample copy.

Chicago Des Moines Indianapolis New York

LEADING
NEWSPAPERS
MAGAZINES
& CATALOGUE
HOUSES

are now
using

ROTOGRAVURE
INSERTS
There must
be a reason

NEO GRAVURE PRINTING CO.
200 WILLIAM STREET NEW YORK
Posters, Booklets and Folders

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

HELP WANTED

WOMAN—Fashion writer for store near New York, experienced in retail advertising. Big opportunity. Salary to start \$60. Address Capable, Box 382, care of Printers' Ink.

Advertising agency—young, progressive, fully recognized, handling every class of accounts—will extend unusually attractive proposition to experienced advertising man with business. Box 377, P. I.

SALESMAN

for large printer of publications in New York City. Give experience in full and state remuneration expected. Box 374, care of Printers' Ink.

Advertising Solicitor for Detroit Journal. Must be man willing to stick at a job that is not the easiest in the world, but offers interesting future. State experience and salary required. Address Clarence R. Lindner, Detroit Journal, Detroit, Mich.

CHECKING CLERK ADVERTISING AGENCY

Competent lady for checking newspapers in advertising agency. Checking experience required. Permanent position, good opportunity. Address Box 393, P. I.

An opportunity occurs for a well educated man, age 25 to 30, with advertising agency experience, to join New York firm representing American manufacturers abroad. Must be a good correspondent with keen sales sense and familiar with details of advertising. Excellent prospects for the right man. Write giving full information as to age, experience and present work. Box 391, P. I.

ARTISTS WANTED

The Fitzwater Studio, 118 E. 28th St., N. Y. C., has opening for one or more high-class artists. Such artists as we need are doubtless already employed and time will be allowed to consider all applications. A good knowledge of the modern style of fashion illustrating is essential. We also have opening for letterer, designer and layout man.

ARTIST FOR PHILADELPHIA ADVERTISING AGENCY

Applications wanted from men who are expert in designing, lettering and retouching, and who can work in both line and wash.

Also, we have an opening for a man experienced in making layouts for visualizing copy ideas for magazine and newspaper advertisements.

Apply by letter, submitting samples of work, and giving particulars as to qualifications, age, salary expected, etc.

DONOVAN & ARMSTRONG
1211 Chestnut Street

ADVERTISING MANAGER

A trade magazine having the backing of an entire industry and supported by its association has a lucrative offer to a

LIVE WIRE MAN

Box 379, Printers' Ink.

SALESMAN: An unusual opportunity is offered to handle an established interesting specialty either as an exclusive selling proposition or side line. Write for information, stating territory covered, line now selling, etc. Box 386, care of Printers' Ink.

GOOD COPY WRITER familiar with consumer advertising and capable of handling or assisting with office details, including art department, can form connection with Atlanta business that offers splendid position and brilliant future. Give full details in first letter. C. & A. 502 Connally Bldg., Atlanta, Ga.

Advertising Manager

Wanted by monthly magazine having largest circulation in its class. Must be capable executive with ability to sell advertising by correspondence and personal interview. Good salary to start, with increase according to results produced. Your reply will be kept strictly confidential. Address Box 375, P. I.

PHOTO-ENGRAVING AND ART SALESMAN

Leading Chicago photo-engraving firm wants high-class salesman, with thorough knowledge of the photo-engraving business, to cover choice territory. Must be able to estimate on complicated work. Liberal salary and expenses. Give full particulars with photo. Confidential. Address Box 369, care of Printers' Ink.

ADVERTISING AGENCY RECENTLY ESTABLISHED HAVING EXCLUSIVE AGENCY FOR U. S. AND CANADA FOR OVER FIFTY FIRST-CLASS FOREIGN TRADE PAPERS. IS SEEKING A MAN DISPOSING OF ABOUT TEN THOUSAND DOLLARS FOR THE PURPOSE OF DEVELOPING THE BUSINESS. BONA FIDE PROPOSITION. WRITE IN STRICTEST CONFIDENCE, BOX 385, PRINTERS' INK.

Assistant to Advertising Manager

A large, progressive department store in the Middle West wants a young man with several years department store experience, one accustomed to writing straightforward, intelligent copy to the better class trade, and capable of directing the efforts of other copy writers. He must be willing to adapt himself to the styles and policies of a successful institution.

In reply state age, experience in detail and salary desired. All replies will be held in strictest confidence until satisfactory interview is held. Box 373, P. I.

WANTED: Advertising Designer; also Photo Retoucher.
HOWARD-WESSON-COMPANY
 Artists and Engravers
 WORCESTER, MASS.

MISCELLANEOUS

TYPESETTING MACHINES

For sale cheap, six No. 1 Mergenthaler single-letter linotypes in good condition. Can be seen in operation. Dispatch Printing Co., St. Paul, Minnesota.

POSTAGE. The magazine that tells how to transact business by mail. A necessity in every business office. \$1.00 for six months. \$2.00 a year. **POSTAGE.** 1 Madison Ave., New York

WILL BUY TRADE JOURNAL

Non-technical; National; published East; profitably conducted and in a live field; or an undeveloped, badly managed or run-down one, if in a good field and its reputation will stand the "acid test." Answers given strict confidence. Box 372, Printers' Ink.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
American Type Founders Products
Printers' and Bookbinders'
Machinery of Every Description
CONNOR, FENDLER & CO.
 Ninety-six Beekman St.
 New York City

FOR SALE, TRADE JOURNAL

(Reason, desire larger one.) **Assets \$21 to every \$1 liability.** Old established; National; non-technical; Organ of a branch of one of the largest industries. Can be much more developed. The work is interesting and easily handled including the correspondence, through a thoroughly efficient system. Expenses nominal. Can be run as a one-man proposition. Nets owner about \$4,000 yearly; increased rates installing will make it about \$6,000. Experience of owner at disposal of buyer. Indicate financial stability for answer. Box 371, Printers' Ink.

POSITIONS WANTED

YOUNG MAN, COLLEGE EDUCATION, NEAT, AMBITIOUS, DESIRES POSITION IN ADVERTISING OFFICE. BOX 394, CARE OF PRINTERS' INK

COPY WRITER

Thoroughly experienced in journal work. Capable of organizing and directing department or acting as account executive. Graduate engineer. Box 392, P. I.

Technical Copy Man who knows selling points in machinery when he sees them and can put them into words that convince buyers. 16 years' selling and advertising experience. The kind of a man who can carry a job through and have it right. Seeks position with live agency. Chicago preferred. Business history and samples on request. Box 389, P. I.

ADVERTISING—YOUNG MAN, TWO YEARS WITH ADVERTISING agency, wishes position with agency, newspaper or magazine house. Address "J. B.," Box 390, care Printers' Ink.

EUROPEAN REPRESENTATION

Business man, lively and experienced, well introduced, wishes to represent exclusively, good American firm in Europe. Box 367, Printers' Ink.

Young man, 24, highly trained, seeks connection with N. Y. agency or national advertiser. Some Trade Journal experience. Salary secondary. Want to make good first. Box 380, Printers' Ink.

Architectural Draftsman desires to enter field of illustrating and caricature with large publication or agency. Can work in any medium. Sketching a specialty. Box 387, 1004 Candler Bldg., Atlanta, Ga.

Young man recently released from service desires position in advertising department of trade paper or magazine. Four years' experience with trade paper, handling make-up, copy and business detail. Excellent references. Box 386, Printers' Ink.

HOUSE ORGAN AND PUBLICITY MAN

Young man, 30, married, college and university training, wants connection in house organ and general publicity work, highly recommended—a live wire, a mixer and a producer. Box 370, P. I.

AGENCY COPY WRITER

Capable advertising man with good ideas and a thorough knowledge of merchandising desires position with agency or manufacturer. Eight years' experience—college graduate—excellent knowledge of technical subjects. Box 384, P. I.

ADVERTISING MANAGER

Experienced executive who has had charge of entire advertising department of progressive company desires similar position in New York. Specially well informed on industrial field, technical subjects, machinery, hardware, building materials, etc. Box 383, Printers' Ink.

ADVERTISING SALESMAN—High-class, of proven ability, open for engagement. 12 years' experience in general and trade publication fields, including charge of advertising department, and Eastern office; wide acquaintance New York and throughout Eastern territory; best credentials. Replies held confidential. Box 381, Printers' Ink.

Left Adv. Agency business 7 years ago to raise oranges. Back again. I describe myself as a Specialist in Ideas for pictorial advertising, a good copy writer, and solicitor of adv. accounts. Satisfactory references. Address Citrus, Box 376, Printers' Ink, 833 Peoples Gas Bldg., Chicago.

Young Man, 25, desires connection as make-up man or assistant to business manager. Understands fully printing and advertising make-up. Has acted in same capacity three years; now supervising manufacture of National weekly. Ambitious, full of pep. Best of references. Box 388, Printers' Ink.

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Reiteration

Every minute of every hour outdoor advertising repeats its message. No lost motion—no waste circulation—never failing—but quietly, effectively and forcibly your message is driven into the inner consciousness of every reader.

Thos. Cusack Co.

CHICAGO

NEW YORK

Largest Advertising Company in the World

WORK FOR ALL IN CHICAGO

Central Western prosperity is reflected in The Chicago Tribune's tremendous volume of help wanted advertising, which is greater than ever before in the history of this dominant want ad medium—greater even than during the extreme labor shortage that preceded the armistice.

On June 22, 1919, 2504 help wanted ads were printed—176 more than on the heaviest day in 1918. Over 200 of these ads called for five or more employees. At least 4000 jobs were offered. Day after day for many weeks the call for workers has exceeded the call on corresponding days last year.

Business is booming in the Chicago market. Therefore, it is the market in which to concentrate your advertising.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

The Chicago Tribune's 1919 BOOK OF FACTS on Markets and Merchandising will be sent free to any agency, manufacturer or selling organization if requested on business stationery.